

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. XCVIII

NEW YORK, JANUARY 18, 1917

No. 3

An Eugenic Baby

IF, a couple of years ago, you had sent out a conscientious investigator to find ways of putting a new baking powder on the market, he probably would have come back to you and said, "It can't be done."

But the General Chemical Company of New York have done it, with RYZON, The Perfect Baking Powder.

This baking powder was born two years ago—an eugenic baby, scientifically conceived—and brought by its proud parents to Advertising Headquarters.

A year later, after its name and dress had been carefully chosen, and its future all planned out, RYZON was led into the outside world. Today this remarkable youngster is one of the leading contenders for the affection of the housewives in the districts where it has been introduced, and has won the hearts of the chefs of New York's greatest hotels and clubs.

Are you worried about the future of your baby? Bring it, then, to Advertising Headquarters, and we will tell you honestly if we can help.



N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BIGGEST XMAS SHOPPING TOLD IN TRANSIT FIGURES

Number of Passengers Carried by the Interborough So Far
This Week Exceeds by 2,295,000 the Record
for Same Period Last Year.

All traffic figures compiled by the Interborough

This clipping from a New York newspaper carries a complete and powerful message to every advertiser.

"Shopping" is measured by Traffic, and "Traffic" on the Subway and Elevated railways of New York means the reading of car cards and posters by far over Two Million "shoppers" daily.

On December 16th, these lines carried 2,653,016 *cash-fare* passengers; on the 18th, 2,793,895. The daily average for November was, 2,211,172 and for October, 2,212,268. Figures are from Public Service Commission reports and *positively* include no transfers.

As these millions rode to the great retail centers of the Metropolis, the messages of the advertisers in the Interborough cars practically followed them to the stores' *very doors*. The last impression is the strongest, and made on minds which are "shopping bent," gives a combination of unquestionable power to the users of this medium.

The attention of surface car riders may be diverted from car cards by street attractions, but passengers on the Subway and Elevated have no distractions. They sit *facing* the cards, which are brilliantly lighted, and tunnel walls or monotonous roofs are the alternatives.

Are you leaving this rich New York market to competitors?

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893
Vol. XCVIII NEW YORK, JANUARY 18, 1917 No. 3

How Rastus and His Fellow Shades Sell Cream of Wheat

An Interview with Emery Mapes

By Edward Mott Woolley

IN Minneapolis I went to see Emery Mapes, head of the famous Cream of Wheat Company. Afterward I looked in "Who's Who" to see what was said about him, but lo, his name wasn't there!

Then I went to several of the Minneapolis newspaper offices and delved in the "morgues" in the hope of getting some sidelights on Mr. Mapes, but not one solitary line did I find! Incred-ible, you say. Indeed, so it seemed, because in my own mind Mr. Mapes stood out as a man who had done big things in the business world. More than that, he had come singularly close to the people, and month by month for many years had played sentimental melodies on their heart-strings. As a kindly interpreter of child-life and a sympathetic delineator of negro character, he seemed to hold a pre-eminent position—yet it was difficult to find anybody, even in his own city, who seemed to realize this.

And yet how often do we find the same situation. How many people can tell you who were responsible for all the delightfully human and tender reflections of real life we have had in the advertising campaigns of Wool Soap, Nestle's Food, Pearline, Pears', Ivory, Packer's, and the like? We all know the Little Fairy, and the baby whose mother used the wrong soap, and Rastus, the Cream of Wheat darky, but we don't know the men whose

genius stood back of these national characters.

Emery Mapes, nevertheless, is one of the real characters whom advertising has produced, and a character who, if not known generally, is abundantly known where he chooses. He is investing half a million dollars a year in advertising, and prefers to let the advertising talk.

HOW MR. MAPES DISCOVERED RASTUS

Personal publicity, I say, is distasteful to Mr. Mapes, and he doesn't like to talk about himself, but about Rastus he is not quite so modest. As he sat in his private office—which reminds one of a home study rather than a room in the workaday world—he looked at the blazing log in the fireplace and told me how Rastus happened.

Twenty years ago Mr. Mapes was dining one day at a Kohlsaat restaurant in Chicago, along with John Lee Mahin. If you know Chicago you know that the Kohlsaat dining-counters are not in the class with Sherry's or Delmonico's. You sit on a high stool, with your elbows pinned to your sides by your neighbors (especially if your neighbor happens to be John Lee Mahin), and call for "Boston baked" or "sinkers and coffee." These delicacies are served by negroes who are very black and whose garments must be very white.

It goes without saying that Mr. Mapes had not at that time ac-

quired a private office with and irons, and when Rastus served him his sinkers that day all the Cream of Wheat millions were as yet a dream. But here was Rastus, in the flesh, with the wonderful grin, the dazzling white jumper and cap and apron, and the majestic pose that set him apart from the every-day plebeian nigger and stamped him as an ebony king!

There had already been a Cream of Wheat chef, but instantly an inspiration seized this am-



Copyright 1916, by Cream of Wheat Co.
ONE OF THE ADVERTISEMENTS OF CREAM OF WHEAT IN
WHICH "RASTUS" FIGURES

bitious cereal man from the Northwest.

"George," he said, confidentially, for the name Rastus came later, "how would you like to make a couple of dollars?"

"Deed, sah, I's youh huckleberry!"

"Then I'll meet you out on the sidewalk at three o'clock, say. Bring your white togs along."

That afternoon they went to a photographer with the negro, and made his picture. There was just

one blemish. A front tooth was missing. Of course this would not do for the Cream of Wheat mascot, so an artist was called upon to supply the deficiency. And thereby hangs a tale of many darkies.

A year or more later a negro walked into Mr. Mapes' office in Minneapolis. "I done come up to collect mah money!" he said.

"What money?"

"Foh de use o' mah picture, boss!"

"So you are the chef, are you? Who's your dentist?"

"Denist? Nevah had no dentist, sah!"

"But my darky was shy one of his front biters. I see you've grown a full-sized tooth—"

"Mah picture done show all mah teeth—" began the negro, but Mapes got up, took him by the arm, and politely escorted him to the door.

Since then numerous claimants have come to the Cream of Wheat offices, bent on carrying away the glory of the great and only Rastus, along with a bunch of lucre. All their claims were fraudulent, for not a single darky could get out of the trap of the missing tooth, nor could one of them tell the story of Kohlsaat's.

But the genuine nigger—where is he?

"I don't know," says Mr. Mapes. "He has never shown himself or given the slightest hint that he ever saw his picture in the magazines. I don't even know his name."

The assumption is that Rastus was not a reader of good literature, and that he failed to appreciate art. Or perhaps he went to his final reward long before his picture paid any dividends or became at all conspicuous in the public eye, for it must not be supposed that either the darky or Cream of Wheat jumped on the instant to the present status.



Rayo LAMPS

FROM Key West to Nome; east of Suez and south of Sumatra; wherever tank car or steamer carries kerosene—men and women know and use Rayo Lamps and Lanterns.

A large part of the advertising done by the distributors of Rayo Lamps at home and abroad is directed by this company.

"Advertising Service," a booklet, will explain how our service would apply to your problems.

THE H. K. McCANN COMPANY

New York Cleveland San Francisco Toronto
In New York at 61 Broadway

Right here I wish to correct the general impression that Cream of Wheat has never used any real reason-why copy. I shall show presently that in the early years there was plenty of this. I have heard it said, too, that Cream of Wheat advertising success was due simply to a freak of fortune, quite unaccountable. How could a lot of irrelevant pictures, of themselves, create a big business? But since I have heard the other side of it, the success of Cream of Wheat doesn't seem so strange, albeit that for many years it has had no salesmen except Rastus and his fellow shades. A unique business it doubtless is, from its distinctive building in the heart of downtown Minneapolis to Rastus himself, yet you find all its departments managed by keen business men. The advertising account has recently passed to the Mac Martin agency of that city, and Mr. Martin has had a rapid rise himself in the local and national field.

Before I went to see Mr. Mapes I had heard that he was not only a character, but a fighter; that if he wanted things done he believed in saying so; that he liked law-suits and rumpuses of one sort and another; that he would eat me up if I went there. I am not influenced by such reports, because I have interviewed hundreds of men and have never been eaten up yet, although on one occasion a crazy man attacked me with a butcher-knife in his own home, in San Francisco, on the assumption that I was a spy. I got away with half his shirt in my hands. He got only a small part of mine.

Mr. Mapes was not at all blood-thirsty, but received me with decided cordiality, told me many funny stories, and did not ask me to hurry up and get through. Afterward he took me out through his offices and showed me many oil paintings on the walls, and told little stories about some of them. He is a man of fine proportions, well set up, with a heavy mustache touched by time, and the presence of a commander—which he is. You wouldn't doubt that for a moment.

Going back to the beginning, I might say that Mr. Mapes was once a traveling salesman. He came to Minneapolis from Grand Forks, North Dakota, where he was in the milling business with F. W. Clifford, now his partner in the present business. Their mill competed with the larger mills of Minneapolis, and was not particularly successful. These two men felt that there was very little future in the milling business, or in any other business where the product was a staple in which the profit depended entirely on the volume, and where purchases were made on the price basis alone. They decided to change the product to a trademarked specialty, at a standard retail price. Being familiar with the milling business, they naturally selected a food product closely associated with that industry. This was the beginning of Cream of Wheat.

HARD SLEDDING FOR THE COMPANY AT FIRST

The business had hard sledding for several years. Mr. Mapes did not tell me this, but there are old-time advertising men who recall the struggle during the reason-why period. It seems incongruous and paradoxical, from the customary viewpoint, that a business should go hard when it is telling the public reasons, and then climb along fast when it abandons the usual selling methods, throws out its sales force, and issues only fine oil paintings that frequently have no intimate bearing as advertising matter.

In Minneapolis I met a newspaper man who told me about a former Cream of Wheat stockholder who, aghast at the situation and discouraged by repeated assessments, got out from under his holdings at a trifling price. To-day his regret is deep.

I asked Mr. Mapes how it happened that he practically quit reasons-why and went so heavily into pure art. Was it an inspiration?

"No," he said; "it was more in the line of aspiration. It seemed
(Continued on page 102)

221,764

Interested Housewives

subscribed during the month
of December, 1916, to

NEEDLECRAFT

at the full price.

57,603—26%

*of these subscriptions were
received direct.*

The remaining number were
sent in by club-raisers who are
regular subscribers.

Very gratifying to the publisher.

Should interest the advertisers.

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

The Helpful Twist in Letters to Salesmen

How the President of the Company Coached His New Assistant Sales Manager in the Points That Count

By Earl D. Eddy

Sales Manager, Coast Products Company, St. Louis, Mo.

THIS is a true story. It is a story of constructive criticism as actually applied by a big executive in the case of an assistant sales manager who had recently been promoted from the field. The principals are both well known to me. The correspondence quoted carries 1912 dates. The fact that the then assistant is now general sales manager of the same concern indicates that he profited by what was written.

It was agreed, when O'Brien took up his duties as assistant sales manager, that his letters to the salesmen were to be passed over the desk of the big boss until experience had demonstrated that he had the right idea as to correspondence with the fellows who bring home the bacon. An emergency which called the executive out of the city made this plan impracticable for fully ten days' time and during that period things happened.

O'Brien has always maintained that it was not a feeling of bumptiousness that made him write the two letters which started all the commotion. "As a matter of fact," he says, "I was scared green when the boss called me into his office and told me that I'd have to depend entirely on my own brains for the next week or ten days. I felt very much like the young fledgling must feel when the mother bird forces him out of the nest and informs him that he must fly or else fall to the ground. I knew that it was up to me to keep flying, but I was by no means sure of my ability to do so. That I hit the ground twice before I got the idea firmly in mind you, of course, already know."

Since it was clearly impossible for O'Brien's letters to be cen-

sored on account of the absence of the executive, it was arranged that the copies of the letters be sent forward to him for general review. About a week after he had departed O'Brien received a telegram from him which read, "If Frey or Grimshaw resign wire me immediately. Letter follows." This message was like so much Greek to O'Brien, except for the sense of the instructions. It did not occur to him to examine the correspondence folders of the men named. Had he done so, a day or two of worry *might* have been saved.

CRITICISM WAS DESTRUCTIVE

The promised letter arrived on schedule time. This is what it said:

"**M**Y DEAR O'BRIEN: Referring to the copies before me of your letters to Frey and Grimshaw, I will frankly say that I do not approve of the tone of these letters. If I were in their places, or in the place of either of them, the company would have a vacancy to fill as quick as the wires could carry my message. It is the part of the better man to guide, coax, encourage and *correct*. But business does not grow by reckless fault-finding or the airing of suspicions that may be unfounded. The aim may be good, but the language wrong—these letters are cases in point. I have carefully noted my objections and made suggestions on the copies of the letters themselves. Guard yourself against either extreme, undue praise or unduly sharp blame. Should Frey or Grimshaw resign wire me the address immediately where a wire from me will reach them."

At the top of the copy of the letter to Frey there appears the following notation:

252,661 lines of "Dry Goods" advertising appeared in December in the Brooklyn Standard Union.

Only three morning or evening papers in Greater New York printed more.

The Dry Goods Stores know the papers which pay.

"Brighten up the corner where you are."

"Boy, we can't afford to antagonize our wheel-horses and humiliate them. Don't do it. Tell them frankly, but kindly, of any faults and then come on with sincere and serious and helpful suggestions as to how you think the case should be handled *next time*. The past is a dead number—the mistake is made, and being nasty or intemperate will not repair it."

The first paragraph of the letter to Frey, as O'Brien had written it, read as follows:

"We think you spent entirely too much time at Danville. As soon as you found out that you were up against the coal-strike proposition, why did you not get out of that immediate territory into a territory where such conditions did not exist?"

On the copy which he returned, the boss had reconstructed the paragraph, remarking in connection therewith:

"Read my correction and see if you don't think it more helpful to a man down on his luck. It is possible, O'Brien, that he had hopes of landing some one good order until the last minute and had given up with reluctance."

Here is the paragraph as censored by the executive:

"We think you spent a bit too much time at Danville. As soon as you find out that you are up against another coal-strike proposition we believe that you should get out of that immediate territory into a section where such conditions are not interfering."

WOULD DISCOURAGE THE MOST OPTIMISTIC

O'Brien's next paragraph to Frey was certainly a stinger, and it was this, no doubt, which made the boss expect a resignation. This is what Frey got in the second paragraph:

"You have wasted your time and our money, and, since we rely considerably on your good judgment, we feel that in this instance you have not shown much of it. We hope for better things from you this week—in fact, we must have them."

Shown a letter of that sort writ-

ten by their sales manager, a good many executives would have wasted no time whatever in making a change at the office end. The head of this enterprise was, fortunately for O'Brien, a quiet, calm nature, and this is what he said in comment:

"Too sharp. No doubt Frey worked hard. You should lead him, guide him, prepare him for a like case in future. I am surprised at your lack of tact here, as I have the belief that you possess tact in marked degree in most cases, though not in this one."

The second paragraph, as reconstructed for O'Brien's consideration, read as follows:

"This has cost you time and has cost us money. Now, we are going to rely upon your good judgment to guard us against the like of it next time you bump into this sort of situation."

To make a bad job worse, O'Brien put some more tabasco in the third paragraph, when he said to Frey:

"Just to remind you that some of the boys are keeping things moving, we call your attention to the fact that Mr. Shaw sold \$4,799.38 and Mr. Walker \$3,463.27 last week."

The president remarked opposite this:

"Don't forget that Frey, very recently indeed, gave us a \$3,500 week. You may be sure Frey has not forgotten and that this will rankle."

O'Brien says that the only defense he can offer is that both these letters were written on the 18th of March and that he must have had a "head" left over from the banquet of the Ancient Order of Hibernians which he attended the night before.

The letter to Grimshaw was headed up with these few straight-from-the-shoulder jabs from the boss:

"All our boys are men and gentlemen until they have proven themselves otherwise. We cannot be too careful to retain their respect—and, above all, we must hold their good will to the company. Whenever we cease to do

MEMBER AUDIT BUREAU OF CIRCULATIONS

THE *only* publication that many of the largest buyers in the United States and abroad ever use to find sources of supply. They buy this Register especially to save the time and trouble of looking elsewhere.

Aggregate Capital of concerns
who are using the last edition as
their purchasing guide, more than

Twelve Billion Dollars (\$12,000,000,000)



THE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. Published once a year. Used thousands of times each day. Instantly shows who makes any special brand or trade name. Many other exclusive features of value to buyers.

The Equivalent in Purchasing Power of

**120,000 Subscribers of
\$100,000 Capital Each**

Advertising that does not appear in this work *dodges* thousands of the biggest buyers. It is absent from the only place where they look.

Issued only once a year, costs for only once a year, but is used by buyers thousands of times each day in the year.

Thomas Publishing Company, 129-135 Lafayette St., New York City

BOSTON,
Alston Sq.
Tel., Brighton 1490

CHICAGO,
20 W. Jackson Blvd.
Tel., Mar., 2366

SAN FRANCISCO,
311 California St.
Tel., Sutter 4604

LONDON,
21 Railway Approach

these things our usefulness has ended."

When O'Brien read that last sentence he began to have visions of going back on the road, and very likely with some other concern. His letter to Grimshaw started off this way:

"A week's business of \$269.70 for this season of the year in our line is practically as good as nothing. Last week Mr. Shaw sold \$4,799.38 and Mr. Walker \$3,463.27. Several of the other men also did excellently."

The boss made this terse comment:

"Not done as tactfully as you can do it. Think twice—speak half of once."

Then O'Brien followed with a paragraph intimating that Grimshaw was allowing himself to be influenced by the thought of his former job, which was still open to him, and which had paid him considerably more money. He had given it up because he did not like the line of merchandise he had had to sell.

Alongside of this paragraph there appeared the following:

"This is a statement that you are not sure is correct. Therefore it is harmful. Grimshaw is going to have a grudge against us if he bucks."

The last two paragraphs of this amateur sales manager's letter to Grimshaw are gems of how *not* to write an encouraging epistle to a man who has had a hard run of luck. For the sake of the constructive criticism which follows, we must quote them as O'Brien let them go out. Listen:

"We must know at once just what we are to expect. If you are going to give us all that is in you and your sales materially improve, we shall have no further complaint to make. If the contrary is the case, we, of course, shall feel disposed to take other steps.

"You will probably spring the excuse of 'new territory' on us, but two other men have been working new fields during the same week under discussion; one sold over \$700 and the other in excess of \$600. This is little

enough, but stands in sharp contrast with your total."

These last two chapters brought the old man right up on his feet. There's no room left for O'Brien to misunderstand. Attention!

"When a man is low in his sales he needs an entirely different dose than this. Tell him the facts that his sales *are* too low—then pile in with *help* and *suggestion*, and then your man will get off a sick bed to drag in the business. Talk to him as you have here and he'll say, to himself anyway, that *you* and the company can both 'go fly a kite'—and if I overheard him I'd join in the chorus."

Buys "Interstate Medical Journal"

The Modern Hospital Publishing Co. Inc., St. Louis, has purchased the *Interstate Medical Journal*, which it will publish beginning with the January issue. Dr. Otho F. Ball, who has been at the head of the company publishing the *Medical Journal*, and who is also president of the purchasing company, writes *PRINTERS' INK* that the editorial office of the *Medical Journal* will be in Chicago, with H. O. Nolan, M.D., as editor-in-chief. The business policies which have governed the publication of the *Modern Hospital* will be followed with the newly purchased publication.

H. C. Brown Advanced With Victor

H. C. Brown, who has been in charge of the advertising department of the Victor Talking Machine Company, has been appointed assistant to Louis F. Geissler, the company's general manager. While assuming larger duties pertaining to the business policies of the company, he will continue in close touch with the administration of the advertising department.

Walter Reuter With Pittsburgh Agency

Walter Reuter, for number of years a member of the advertising department of the Standard Sanitary Manufacturing Company, and more recently manager of the advertising service department of the A. W. McCloy Company, has joined the Rauh & Rosenthal Agency, Pittsburgh.

Lecture and Motion Pictures on Printing

Charles Francis, head of the Charles Francis Press, New York, will deliver a lecture in several cities during the coming spring and summer on "Fifty Years of Printing," to be illustrated with film pictures and lantern slides.

MEMORANDUM



Circulation Department

Jan. 15, 1917

Memo. to Mr. Wurzburg:

If I can't have an extra run of 40,000 February COS, I will need 40,000 receipt cards, so that we can defer incoming subscriptions a full month.

We thought we played safe with 1,075,000, but the newsdealers cleaned us out the first two days.

A handwritten signature in cursive script, appearing to read "Byers".

Cosmopolitan at 20 cents will have even a greater sale than Cosmopolitan at 15 cents.

As one newsdealer tersely puts it,
"When people want it, they *want* it."

COSMOPOLITAN is a
Member of the A. B. C.

Why
the Alexander
Hamilton
Institute
advertises in
**THE RED BOOK
MAZINE**

— indicate the cases who again

The \$100,000 went to school

THESE are the first 100 words of a beginning story of a boy named Tom. Notice how it begins with "Tommy went to bed" and ends with "Tommy went to bed".

and the people who have no right to do it. The world is full of such people.

卷之三

19. *Georgina*, N. A. *Hannover*, *and* *various*
20. *Georgina*, N. A. *Gis*, *and* *various*
21. *Georgina*, N. A. *Var*, *and* *various*
22. *Georgina*, N. A. *Warrington*, *and* *various*
23. *Georgina*, N. A. *Warrington*, *and* *various*

卷之三

The New York Times
Saturday, June 10, 1989

1960-1961 Annual Report

CONSTITUTE

DR. JAMES HAMILTON, NEW YORK, N.Y., -

100

Reprint of parts of an article by Mr. Ben Lichtenberg, Staff Secretary of the Alexander Hamilton Institute, which appeared in the official publication of the organization, "The Institute Wife," issue of November 25th, 1916.

"* * * Fiction readers are found in all classes. They are usually broad of mind, receptive of argument and ready to acquire new ideas in keeping with the active life they lead in fiction. These readers are intelligent and average high in earning power, other things being equal.

THE RED BOOK MAGAZINE is perhaps the one that appeals most to the reader of fiction. Quality circulation is invariably determined by the character of editorial appeal. In THE RED BOOK we have a publication which carries the finest type of literature in fiction form contributed by the best known modern writers. Its circulation represents a complete unit of voluntary interest on the part of its readers.

The fiction in THE RED BOOK MAGAZINE is written within easy reach of the imagination, and invites responsiveness in the mind of the reader. There is created in this way a friendly and cordial interest in what is advertised therein.

The purchasing power of a public whose interest is aroused and sustained in this way, is practically unlimited and beyond definite measure of computation. Such power is comparable only with the intelligence and productive number of our population.

From the literary standpoint, therefore, based on the testimony of the best and most liberal of critics, THE RED BOOK MAGAZINE is certainly the equal of any publication in this country and superior to the majority. It is the world's greatest short story magazine; to which its mechanical superiority contributes in a measure and its clean morality much more.

* * * These are the provable features which make every lead from THE RED BOOK MAGAZINE not only a possible but a probable sale for you men on the firing line."



Can you tell salesmen exactly how and why they benefit by farm journal advertising?

Our new booklet, "How Farm Journals Help Salesmen," is concise, factful, convincing. Some few advertisers have already supplied their salesmen with this ammunition—would you like to?

For copies of this 56-page book, address us as below. Please say how many salesmen you have.

The Farm Journal

Washington Square, Philadelphia

To Write Good Copy, You Must Know Business

An Inquiry for Advice From an Aspiring Copy-Writer Occasions Some Personal Reminiscences

By Charles Austin Bates

1127 CHURCH STREET,
ST. JOSEPH, Mo.

MR. CHARLES AUSTIN BATES,
New York City.

When one of your articles appears in *PRINTERS' INK* it is always the first thing I read. Wonder if the old master enjoys writing them as much as we boys in the "chart class" enjoy the reading?

I am with the Louisville Soap Co. Doing introductory work here. Our methods are very effective.

My earnings compare favorably with those of the average copy-writer, yet I've always wanted to write. Opportunity has been offered to practice at someone else's expense; so far have resisted the temptation and will until I know more.

You are helping me to know more and I'm much obliged to you.

TREVEY SLACK.

WHEN H. C. Bunner was asked for permission to include his work in "a collection representing some of the humbler poets," he replied: "All right—I guess I'm humble. But I'm not so *damn* humble, at that."

So, while I appreciate the compliment of being called an Old Master, and cheerfully admit the master part of it, still—

Mr. Slack approaches the question of becoming a copy-writer with greater modesty than is evidenced by most aspirants.

Copy-writing looks easy and simple from the outside, and some of it is rather simple. The successful copy-writer has a most interesting, remunerative and not too arduous profession. But success involves much more than the mere ability to write. In times past, some dozens, or scores, of writers, young and mature, have asked me to tell them how to become highly paid writers of advertising copy. Most of them were rather shamefaced about it and apologetic for the proposed prostitution of their art.

Also there came clerks and

bookkeepers, salesmen and reporters, printers and teachers—lured to the trade by stories of Gillam's \$10,000 salary at Wanamaker's, Powers' \$100 a day, and of even greater fees, the recipient of which modesty forbids me to name.

Among the many, I do not believe there were three or four who approached the work with proper respect, or with any conception of what it really meant and involved.

FIRST OF ALL A SALESMAN

The successful writer of advertising copy must have commercial instincts. He must know first, last and always that the object of advertising is to sell goods. He must take joy and pride, not alone in the literary quality of his work, but in its efficiency as a sales tool. It is not enough to make copy that looks pretty and sounds well. It must have the spark of salesmanship.

I have trained and attempted to train many copy-writers, and my most difficult task was to convince them that words were the least important part of their work—that first they must get clearly in their minds the kind of people who could use articles of the class to be advertised—why they should use such things in general—why our particular article should honestly be preferred in its class. Knowledge and conviction on these points can come only from concentrated study—first, of people and their needs and desires; second, of the article—its uses and how it is made; third, of the methods by which it must reach the user.

The writer must have in his mind a clear and vivid picture of the whole operation of making,

selling and using. Then if he is convinced that the article is superior and is desirable to the user—if he knows *why*, the words ought to come easily.

When I was boss of a copy-shop, my real job was to sell goods to the writers. Sometimes I had to canvass three, or four, before I made a sale—before I got the answering gleam of enthusiasm without which copy is flat, stale and unprofitable.

Fortunately, I was, and am, an optimist—an enthusiast. The drama of business interests me. The romance of raw material—the puzzle of production—the gamble of selling—the combat of wits—the joy of winning. Why, it is these things that make life worth while! And if a copy-writer does not sense and feel them, his words will not do him, or his client, very much good.

The writer of advertising copy may achieve a very broad and a very practical education, and have fun every minute while he is doing it. But he must be a business man first and a writer afterward.

So, Mr. Slack is going about it in the right way. He is meeting people—learning how they live—learning what moves them to buy. He must also know something of dealers and jobbers and their mental processes.

Meanwhile, he is studying advertising. He can become a writer if he really wishes to. It is merely a matter of study and practice. Words he must have, and their synonyms. These he may acquire, with a little care, in his daily reading. There are a few semi-text-books, like "Words and Their Uses," which the book-stores sell for very little. A study of the style methods by which forceful writers and speakers get their effects will help—Emerson, Kipling, Hubbard, Bryan, Arnold, Bennett, Balzac, Dumas—all easy medicine to take and infinitely good for the development of facility of expression.

That is the play part of the ad-writer's work—the superstructure. Business knowledge is the foundation.

It seems to me that it is much easier to learn writing than to learn business. My first printed literary effort happened when I was eleven, which is perilously near forty years ago. But before that, I had sold newspapers and had peddled flavoring extracts from door to door.

Probably I make as many mistakes in writing as I do in business—but it seems easier to learn and the mistakes are less painful to the maker.

Whenever a man is asked how to do something in which he has achieved some degree of success, he automatically reviews his own experience. He cannot really know any method which he has not himself used. The fact that the adoption of these methods was largely accidental in his case does not wholly rob them of statistical value.

THE BROAD EXPERIENCE OF THIS COPY-WRITER

So, then, I will tell you how I became a copy-writer. Peddled extracts, sold newspapers, sold and delivered wood, coal, flour and feed, clerked four years in a book store; got a post-office job—chucked it to go in debt for a print-shop (wrote a little all the while); began to write ads, because it helped to sell space in programmes and newspapers; managed department-store advertising for ten months; advertised in PRINTERS' INK and got a few jobs of copy-writing. John Irving Romer liked some of my stuff and said so. Enough!—I came to New York and began copy-writing as a business.

You see my point—commercial instinct developed early and persisted in. Vanilla extract at the kitchen door and de luxe editions in the book store. Shy on the print-shop pay-roll at twenty—writing ads to sell space—but always *selling* something. The writing was incidental.

New York was kind to me, and people paid me a surprising lot of money for my copy product. There were better *writers* who didn't earn half, or one-quarter,



A Short-Cut For Expressing The Standards of the **HILL ENGINEERING WEEKLIES**

All members of the A. B. C. and Associated Business Papers. This means that the high publishing principles demanded by the A. B. C. are present day realities; part and parcel of the service rendered by the Hill Papers. The significance of this membership to you becomes strongly apparent upon reading the "Standards of Practice" subscribed to unreservedly by the Hill Publications.

STANDARDS OF PRACTICE OF BUSINESS PAPERS

The publisher of a business paper should dedicate his best efforts to the cause of Business and social service, and to this end should pledge himself.

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish "puffs," free reading notices or paid "write-ups;" to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"
5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

**THE HILL ENGINEERING WEEKLIES ARE PUBLISHED AT
TENTH AVENUE AT THIRTY-SIXTH STREET, NEW YORK CITY**
They Are

*The Engineering and Mining Journal, Engineering News, American
Machinist, Power and Coal Age.*

as much. Why? Because they lacked the actual selling experience—the practical knowledge of "ships and shoes and sealing wax and cabbages and kings"—that I got in the department store, helping the buyers make a real profit in housefurnishings, silks, pictures, draperies, furniture and the forty other lines.

You can learn writing by study, but business knowledge is gained only from experience.

Death of George Thompson

George Thompson, editor and owner of the St. Paul *Dispatch-Pioneer Press*, died in Los Angeles, January 7, aged seventy-six. He had been in poor health for a number of years.

Mr. Thompson had been active in newspaper affairs of St. Paul since 1885, when he purchased a half interest in the *Dispatch*. In 1889 he became owner and publisher, and later consolidated the paper with the *Pioneer Press*. For eight years, 1900 to 1908, he was a director of the Associated Press.

Hurley to Resume Manufacturing Interests

Edwin N. Hurley, whose resignation from the chairmanship of the Federal Trade Commission has been announced, has made arrangements for resuming business connections with the Hurley Machine Company, of Chicago, of which he was formerly president. The methods of this company in educating dealers to sell "Thor" washing machines were described in PRINTERS' INK of April 13, 1916.

Kroger Buys Detroit Chain

The Kroger Grocery & Baking Company, of Cincinnati, operating a string of nearly 300 retail groceries in Cincinnati, Dayton and other cities, has entered Detroit by the purchase of the business of Schneider Bros., who conducted a string of sixteen groceries, and the wholesale grocery business of the Wayne Company. The Kroger company proposes to add to the line of stores in Detroit.

A. E. Sproul to Go to Russia

Arthur Elliot Sproul, for the last year or two connected with Doremus & Co., advertising agents, New York, will sail for Russia, January 27th, to establish a branch house in Moscow for Herman & Herman, Inc., manufacturers of coal tar products, of which he is vice-president. Mr. Sproul at one time conducted an advertising agency in Boston.

"Zone" Provision Out of Postal Bill

The House of Representatives on January 13, in committee of the whole, struck from the postal appropriation bill the provision raising the postage rate on second-class mail. This provision was known as the "Randall rider" and based charges on the distance which the mail had to be carried from the office of publication. It is reported that an effort may be made to introduce a separate bill making provision for "zone" charges, or else another rider, in amended form. Authorities who are in close touch with the situation, however, are of the opinion that the majority in Congress are opposed to adding to the burdens of publishers at this time.

The provisions making catalogues and like matter third-class mail was also stricken out of the postal bill on January 13. This feature of the bill, if passed, would have applied particularly to mail-order houses, which now distribute their catalogues by parcel post.

Prison Sentence for Prize-Puzzle Advertiser

John W. Sprinkle, Owen C. Moore and William H. Stever, of Baltimore, operating as the Grand Piano Co., were convicted in the United States District Court, January 11th, of using the mails to defraud by means of a prize-puzzle scheme. Sprinkle was sentenced to eighteen months in the Atlanta penitentiary, Moore was fined \$200, and Stever \$100. It was testified at the trial that the defendants sold at exorbitant prices, by means of the familiar "credit certificates" as prizes for solving an easy puzzle, pianos which cost from \$72 to \$75.

Harry E. Taylor Now Advertising Manager

Harry E. Taylor has been appointed advertising manager of the *Dry Goods Economist*. Last week he completed his eleventh year with that publication. He represented the *Economist* for two years in San Francisco, was then for two years on the New York staff, and for the last seven years has been manager of the Eastern department of the Root Newspaper Association.

With Chicago Agency

J. P. Wilson, formerly of the Schiele Advertising Company, St. Louis, has been placed in charge of the copy and plan department of the B. F. Kirtland Advertising Agency, Chicago.

Edward A. Shank, for six years sales manager of L. D. Nelke, Inc., New York, manufacturer of advertising signs, has organized the E. A. Shank Sign Company in the same city.

The Case of Frick vs. Fortune



HENRY C. FRICK

The thing that marks the one man from the hundred is the one man's refusal to concede the leading part in his act to Fate or Fortune. Mostly there is much blare of trumpets and beating of tom-toms as the one man separates himself from the crowd.

However, of the six men who stand at the head of American business, Henry C. Frick is perhaps the one least well known, one of the least self-advertised big men of this nation.

Steel men know that Frick did more for the Carnegie Company than Carnegie did himself. It is no secret in the iron trade that H. C. Frick, at a critical time, saved the United States Steel Corporation from going on the rocks. To the public Frick is a name associated with money. The man and his achievements are unknown.

When Frick made his first appearance in Pittsburgh, he had to borrow the price of a suit of clothes. By the time he was only thirty he had compelled Fortune to relinquish to him a million dollars.

If fate stacked the cards on him he stopped the game and demanded a new deal. Always he was master of his destiny.

The real, the personal side of Henry C. Frick is absorbingly told by B. C. Forbes in the January 18th issue of

Leslie's

*Illustrated Weekly Newspaper
Established in 1853*

This is the best article yet written by Mr. Forbes in his wonderful series written for Leslie's, "MEN WHO ARE MAKING AMERICA." This bit of inside big-business history will be of great interest to the 420,000 business men (and their families) who pay us over \$2,100,000 a year in subscriptions for Leslie's.

Today's Housewife—A M Kind of Circulation, - Cl

The circulation of magazines might be divided into Class "A" and Class "B."

"A" circulation is interested, eager circulation. Not merely passive readers, but rooters,—the kind that swear by, the kind that take the magazine during the lean years as well as the prosperous years.

"B" circulation is good, though not so spontaneous. The three leading magazines in the small-town field have a mixed "A" and "B" circulation. It is not probable that they have any amount worth mentioning which would be classed as "C," "D," etc.

The dominant one of the three is Today's Housewife, formed by the union of Today's and The Housewife. Their combined circulation is 1,500,000. Apparently about 50,000 of this is duplicated names. This leaves approximately 1,450,000.

One of the most radical things ever done in the publishing business has been undertaken to give you, Mr. Advertiser, a magazine with Class "A" circulation only. 1,450,000 is to be reduced to 1,100,000. Today's Housewife is selling space on a guarantee of 1,100,000, 95% net paid. The remaining 350,000 we are setting aside as "B" circulation.

-A Magazine With Only One n,-Class "A" Circulation

This 350,000 "B" circulation will be automatically discouraged, by a 50% increase in the subscription price, taking effect April 1st.

Such a proceeding would really justify a "class" line rate, a rate substantially in advance of the customary 50c per line per 100,000. However, instead of that, we offer for the present, a rate ranging from 38c to 45c per line per 100,000, according to the size of the space used.

Remember, we are not "getting rid" of the excess circulation. We are, by a higher subscription price, allowing the "B" subscriptions to expire, while the "A" subscriptions are renewed. Incidentally, the higher subscription price and a more economical selling approach help us to meet increased publishing costs.

The question for you to decide is whether a circulation, wholly "A," at a price of 38c to 45c per line per 100,000 will pay you better than a mixed "A" and "B" circulation in other mediums, at a somewhat higher rate.

How long will it take you to decide this question?

Today's Housewife

461 Fourth Avenue, New York

The New York Tribune's

*1916 Gain
in DRY GOODS
advertising is*

4 times

*the gain of any other
New York City
morning newspaper!*

Here's some mighty
interesting information

The actual gain of The Tribune in Dry Goods advertising for 1916 over 1915 is 411,107 lines, a gain of 83%.

The Tribune secured 80% of the total Dry Goods advertising gained in 1916 by all the New York morning newspapers.

Retail Dry Goods stores are in a position to know which newspapers bring them results. As good business men they are acting on that knowledge. They know the effect on the reader of The Tribune's truth policy. It pays the advertiser.

Morris & Company Increase Size of Sales Territories and Thus Reduce Selling Expenses

Providing Salesmen with Automobiles Enables Them to Travel Faster and Make Towns Formerly Skipped

If there is one thing more than another that brings gray hairs to the sales manager's head it is the great difficulty he experiences in routing his men to the best possible advantage. As a general proposition territories should be worked thoroughly, and yet if the salesmen spend too much time in reaching prospects, selling expenses mount to a point where the business is unprofitable. In most lines it is essential that the salesman get over his route rapidly. Time is the great factor in his work. Unless he conserves it carefully it will eat insidiously into his profit account.

The salesman can make sales to only a certain percentage of those he calls on. Therefore, to keep his business up to a satisfactory average a sufficient number of prospects must be seen each day. He has to travel fast enough to see them, and in doing so it may be necessary for him to skip certain unpromising towns or places that it takes him too long to get to or to get out of. Occasionally, when he has to catch a train, it may be advisable for him to leave a town that has not been fully worked. In most cases, covering a territory thoroughly is out of the question. Train schedules make it impossible. Unfortunately, there is nothing more inelastic than a time-table. It cannot be stretched and contracted for the accommodation of the traveling man.

The success of a salesman is very often determined by the ingenuity he uses in covering his route. By the exercise of skill in "doubling up," "driving back" and by working towns from the caboose of a freight while the engine is switching, he can obtain an advantage over his less skilful competitor. The hustling sales-

man manipulates trains just as the chess-player moves his pieces over the board. But there are limitations to what he can do. In jumping certain towns he feels that he is missing some choice business. Would it be better for him to travel more slowly? But that would cut down his territory. After all, could he do more business if his territory were smaller?

There are comparatively few concerns, either large or small, where this is not one of those perpetual problems. Some solution of it is always being made, but somehow the problem usually remains. Morris & Company are no exception. They also had their troubles in routing salesmen, but to a large extent this has been overcome by the use of the automobile. Not only have many of the former grievances disappeared, but sales have been increased, territories have been enlarged and selling expenses have been reduced.

AUTOMOBILES MAKE BIGGER TERRITORIES POSSIBLE

There is an increasing use of automobiles in selling goods. Many manufacturers have provided their salesmen with them. Some salesmen have bought them on their own account. Any number of concerns are interested in this subject. Many of them are seriously considering the employment of motorcars in their own selling work, and are only waiting for some evidence on the feasibility of the plan in the shape of the experience of some house which has given the project a trial. To furnish this evidence is the purpose of this article.

Formerly when a packing-house salesman drove to his trade, sometimes behind a "spanking" team,

composed of an ox and a mule, in the hills of Arkansas, for instance, and was able to reach "distant towns," five miles away, he thought he was doing pretty well. The selling capacity of these men was limited by their ability to get around. Sales took a leap where train service was frequent and dropped disappointingly in those places where signs "Look Out for the Cars" were unnecessary.

The larger towns and junction points were worked to the limit and competition and rivalry were of the keenest. The smaller towns were entirely ignored because they could not be reached, and the tradesmen were forced to send to the cities for their supplies. As a result, merchants in the larger places were always sold to the limit, and those in the villages were always in need of goods.

The salesman was often obliged to waste hours of valuable time in the middle of the day, simply because there was no way for him to get to the next town. Then he would have to stay up half the night waiting for trains. He got his sleep as best he could, a wink or two at a time. I wonder how many manufacturers realize that, while they are comfortably sleeping in a luxurious bed, some of their salesmen are drowsily sitting on trunks outside dark and dreary way-stations? How many salesmen sleep two or three hours in a bed in one hotel, get up to catch a train, travel several miles and then spend the rest of the night in another hotel! Salesmen working the "kerosene belt" know that this is in the game. They know that if they are to make time they must not be too particular about getting eight hours of sleep in a bed. Some of that precious rest must be obtained in the odds and ends of time, such as while the bus is groaning its creaky way from the hotel to the depot.

All of this has a bearing on the efficiency of the salesmen. Anything that improves the conditions under which the salesmen work makes for more business. For example, the hotels in some small towns are so poor that if the

salesman does not get a change of diet quite frequently his health is likely to be impaired. Some firms authorize their men to pass up such places, unless they can be worked between meals. Still, many of these towns are good business places and are well worth covering. How to overcome these and many other difficulties incident to the routing of salesmen is a nice question.

Gradually the automobile, as a possible remedy, began to receive consideration by Morris & Company and most careful tests were conducted under nearly every condition. Salesmen were authorized to hire automobiles and cover the territory contiguous to their big-town stops. The results were astounding. Orders increased wonderfully, and the men wrote more cheerful reports. The routes were combed thoroughly. New territory was opened up. Towns that formerly were made but seldom were stopped at regularly. Places that had been inaccessible and to which a salesman never went were worked periodically. Both salesmen and sales managers flattered themselves upon their success.

TERRITORIES SO SMALL DEALERS WERE OVERSOLICITED

Then along came the cold, precise, calculating auditing department with a report and showed that during the first six months of the test selling costs had been materially reduced, but after that the cost in many cases went up. This startling report at first caused a lot of letter-writing, but produced nothing tangible.

Later, records were pulled out and consulted and the answer was found.

The salesmen were calling on the trade more often than was necessary for the amount of business possible. In short, the trade was being oversolicited. At first the small-town dealers were hungry for goods and bought heavily. That filled them up for awhile. Calling on them before they were again in the market was a waste of time. While the new methods greatly increased the selling ca-

pacity of the men, it also left them with time on their hands. Not having to wait for trains, and being able to come and go as they pleased, they got over the ground more quickly. It was soon seen that they could cover more territory.

The situation in the Southwest will illustrate this point. There were forty-five specialty salesmen engaged there. When trains were necessary to covering the trade it kept those forty-five men on the jump. At that they had to skip many places that should have been worked. And at other towns they did not call as often as was necessary. When given cars, those forty-five men got over that territory in short time. They not only took in the important centers, but also the stores in the formerly inaccessible byways and at cross-road corners. The men did not have nearly enough to do. After examining all the facts, headquarters found it was able to reduce the selling force in the Southwest,

until to-day nine men can do the work it formerly took forty-five men to do. And the volume of business has increased materially, while the selling cost has gone down to a most satisfactory level.

The growing use of the automobile by salesmen is causing the small town to be worked more extensively. Where one salesman called under former conditions, to-day a dozen call. Hardly does the dust occasioned by a departing motorcar settle than is heard the signal horn of another car approaching. This has a tendency to speed up the village merchant and to induce him to turn more goods.

One man, Heller, down in Florida, is an interesting example of the change that has come about. He tried to get business by train, which was often no more than a converted timber-line, masquerading as a railway and operated on the most economical schedule. Naturally, he could not cover the ground to advantage and could

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

not get to many places at all. It used to take him a week to get to the Everglades, and when he did get there his sales, though certain, were not profitable. Dealers in these sparsely settled places are glad to see a salesman and welcome him royally, but, unfortunately, Heller found it impossible to call on enough of these friendly retailers to make it worth his while. Now this Florida man has an automobile. He jaunts over his territory with ease and makes a profit on each sale.

Salesman Jowett is able to cover the entire State of California alone on specialties, while Dill, of Oregon, has time to reach out into Washington and Idaho.

Ed Crissey covers much of New England on oleomargarine, a territory which once required five men, and please understand that these territories are not slighted in the least.

Recently in Boston Mr. Crissey told the writer his territory had been "squeezed" into a nice little package by his car and that he no longer cut his sales argument short to accommodate any train schedule.

The writer does not mean to infer that salesmen travel their entire territories in automobiles.

It is still necessary for many salesmen to make long jumps of from 50 to 500 miles, and they cover the territory around those places by automobile.

Packers now conduct car-routes, virtually traveling branch houses, and on general products reach nearly every town of any consequence.

Morris & Company's car-routes have scheduled stops in more than 3,000 cities.

This, in a measure, will answer questions which may arise following the statement concerning the jumps of from 50 to 500 miles by salesmen.

EFFECT ON BRANCH HOUSES

Again the automobile has increased the efficiency and business of branch houses. Formerly many suburban towns were not visited with any regularity for the same reasons that salesmen passed up

small "in-between" towns. Branch houses relied upon specialty men to create trade, and then after that made efforts to follow up this business by 'phone or by an occasional visit.

When automobiles were furnished the trade increased, new territory was covered and the dealers were more satisfied by having the salesmen visit them right along.

Retailers prefer to give their business to salesmen who call regularly.

Branch houses which once were beef-distributing centers only now have changed into live places, where a full line of products is handled to accommodate the trade.

Equipment is being increased and the larger branches are being continually erected to supply the auto delivery-wagons that dart around the country delivering the company's products.

The value of the automobile may be illustrated by an experience of F. S. Vernay, manager for Morris & Company at Winston-Salem, N. C.

Some few months ago floods washed out railroads and isolated many towns in the flooded area. Groceries found their stocks ruined, and with no train service a serious problem was presented. Mr. Vernay, by the generous use of automobiles, kept his forces busy night and day and kept supplying food for days to his regular and also to much new territory.

Contracts were attended to as usual and not one order remained unfilled, notwithstanding the conditions were the worst ever known in that country.

Mr. Vernay did not lose one cent in the matter, and, what is more, he did not add a fraction to his customary profits.

He lost no customers, but, on the contrary, gained many.

IMPLEMENT MAN JOINS CHICAGO AGENCY

John Hoss, formerly sales counselor for Deere & Company, of Moline, Ill., manufacturers of farm implements and machinery, has joined Henri, Hurst & McDonald, Inc., of Chicago.

Lord & Thomas Creeds

No. 30. Courage

One reason why brave men succeed so easily is the prevalence of cowards.

Most opposition is mere bravado, which withers upon attack.

For lack of courage, the masses cling to life-rafts. And drift where the life-rafts go.

Only men who strike out where they sink or swim can hope to reach coveted ports.

Fear more than incapacity keeps men in ruts. And the feared things are bugaboos, usually.

Timid men often take seven years to do what other men do in seven months.

For fear of a risk they let rivals outstrip them, then flatter themselves on conservatism.

Advertising success is easy because so few men vigorously attempt it.

In a good many lines a solitary brand has the whole mammoth field to itself.

Yet the value of advertising as an aid to success is the best-advertised fact in the world.

Men don't know the way. The road is dark. And darkness breeds ghosts of disaster.

The fact is that advertising, rightly conducted, is the safest of business ventures. In nothing else with equal prospects can one so feel his way.

It is a pity that more men don't consult pilots who have proved themselves trustworthy.

This is the thirtieth of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles.

A National Paper Service

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they may be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their positions because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Chicago - New York

St. Louis

Minneapolis

Buffalo

Milwaukee

Detroit

Saturation Point Proved to Be a Bugaboo

The Undreamed-of Expansion of the Automobile Market Carries Its Lesson for Every Advertiser

THE automobile industry has proved the saturation point to be a ghost. Theoretically, it is easy to see how a market could be saturated with any particular kind of goods, but practically it does not happen, except where the manufacturers allow it to happen.

Sizing up a prospective market, it seems easy enough to estimate with fair accuracy what its utmost capacity for any kind of merchandise is. You can say, "Here's the saturation point. We can sell that much, but after that we will have to depend on renewals for future business." But in a live, active industry, that advertises vigorously to stimulate demand, the point that has been fixed as the end of the market is never reached. It is like a will-o'-the-wisp, which appears to be close, but when you go toward it, vanishes and next appears further on.

Many an advertiser smiles reminiscently when he thinks of the arbitrary limits that he once placed on his business. PRINTERS' INK has told many a story of where manufacturers have thought that they were at the end of the possibilities in their line, and then they started to advertise and a vast, new field was opened up, which has continued to expand ever since.

This subject came in for a good deal of discussion at last week's Automobile Show in New York, especially among the pioneers of the business. They had a lot of fun among themselves, talking of the early days when a few hundred cars a year seemed like a big business. "We never dreamed of the wonderful market that was waiting our development," said one of them. "In our most hopeful moments, we never imagined a yearly business for the whole industry as large as Henry Ford alone now does in two or three

months. Cars were high-priced, and were for pleasure purposes only. It seemed that our market was among the rich exclusively, and as the wealthy often tire quickly of their playthings, we were not so certain of the permanency of even this market."

"I recall," said another man, "when Hugh Chalmers left the National Cash Register Company, and went into the automobile business, a lot of wiseacres shook their heads and said, 'Poor Chalmers; that finishes him. The future of any man is sealed who devotes his time to making toys for the rich.' At that time, too, the industry was getting on its feet. Still, the majority of people, even those engaged in it, did not see its possibilities. One of the men who was loudest in lamenting the fate of Chalmers, has since become very prominent in the business himself."

ATTRIBUTED TO ADVERTISING

"The trouble with us in those days," spoke up another of the pioneers, "was that we did not know of the creative power of advertising. We did not know what intensive salesmanship would do in swelling demand, thus increasing production, which automatically cut down costs, and this, in itself, brought the car within the price-range of a vast number of people. Just as this development was unforeseen, so I believe other and even greater developments are not foreseen now. I long ago got over the idea that there is any saturation point in the motor-car market. Of course, if we should rest on our oars, stop advertising, and cease to make improvements, the end would be soon reached, but there seems to be no danger of that."

Many opinions were expressed in estimating the market now in sight. Some of these run as high

as ten million cars. George C. Hubbs, assistant general sales-manager of Dodge Brothers, said the farm market alone was good for 3,500,000 cars. He claims that there are 4,000,000 people in the cities who can afford automobiles. This makes a total market of 7,500,000 cars, or two and one-half times the number now in use. According to these figures only 40 per cent of the virgin market has been reached. This shows the immediate possibilities, without even counting the annual renewal business, estimated to be near 20 per cent of the cars in use.

PREDICTIONS FOR FUTURE OF THE BUSINESS

T. J. Toner, director of sales of the Maxwell Motor Company, who has made a thorough analysis of the subject, set his figures even higher.

"Thus far we have been able to sell only a small fraction of those who ought to be owners of automobiles," he said. "There are 5,000,000 farmers in this country who own their homes and should be live prospects for the salesmen of both pleasure cars and motor trucks. In the cities are 3,000,000 people who are their own landlords. These are possible purchasers of machines.

"Southern California, I saw the other day, has more automobiles in proportion to its population than any other section of the United States. It has been stated that two out of every three voters who own homes also own automobiles. Notwithstanding this fact, our agent sold 2,000 cars in that territory last year. These data show how difficult it is to determine when the limit of sales will be reached. If it is so hard to arrive at a definite conclusion regarding Southern California, how much more difficult it will be even to approximate the automobile saturation point of the entire country."

Mr. Toner further said that A. R. Erskine, president of the Studebaker Corporation, estimates that by 1920, 5,000,000 cars will be in use.

"Thus far we have only but

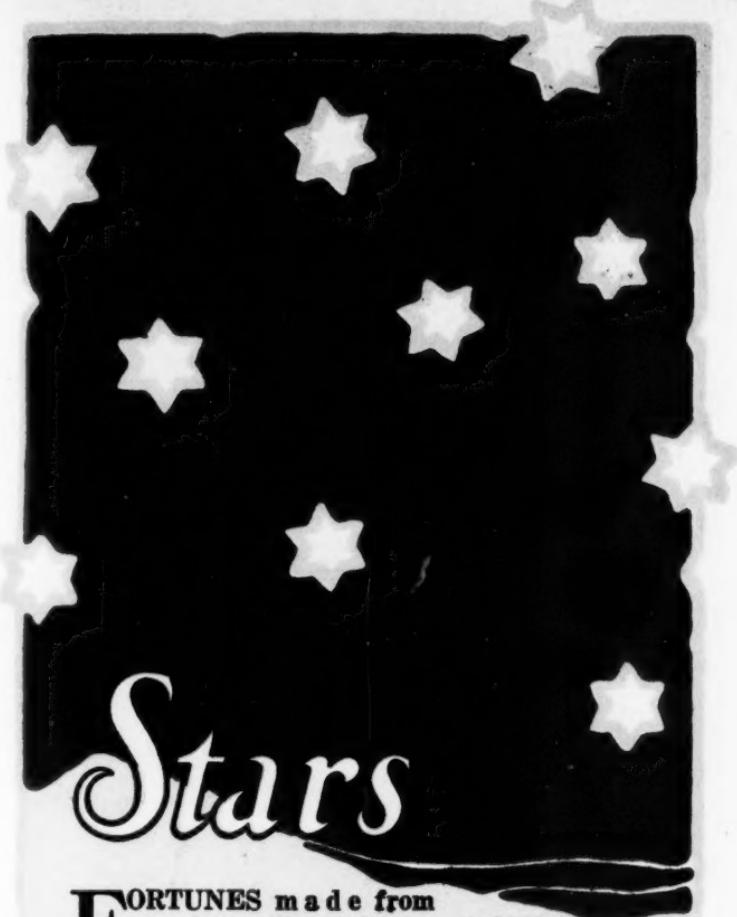
scratched the surface of the ground in the automobile industry," remarked another well-known merchandising head. "You can, perhaps, recall the time when the telephone was considered a plaything or toy, or an interesting invention of problematical value. To-day we couldn't do business without it—it is indispensable. Just as the market for the telephone is constantly expanding, so it will be for the automobile.

"There are millions of men and women who own homes, free and clear of all financial encumbrances, who are possible buyers of automobiles. They are town and country dwellers who when once they become owners of cars will never be without them. While touring cars will always be sold in considerable numbers, the bulk of the sales in the near future will be of the medium and low priced cars that are equipped with the same kind of, but less expensive appliances found in the expensive automobiles. They will be so simply constructed that they will run as easily as a watch and with as few repairs."

Opinions of this sort could be quoted from many other men that talked to PRINTERS' INK on the subject. They all run in the same strain, showing that the men in the automobile business are not worrying about reaching the saturation point. They are planning on an ever-increasing production and are going ahead with their advertising to make sure that demand is always a few laps ahead of production.

The predictions of ten years ago made by good business men have never been fulfilled. Better manufacturing methods made it possible to lower the price of almost all makes of cars. People of moderate means dared to think of buying a car. The greatest tide of advertising any industry ever produced wrought a miracle of market development.

Any manufacturer who thinks he has reached his limit of sales should, in view of the automobile industry, go over his facts again and ask himself some searching questions.



Stars

FORTUNES made from
starring a Maud Adams at \$100,000
or a Mary Pickford at \$500,000 a year
—150,000 extra attendance a season just to
see Ty Cobb—500,000 regular readers of any
Winston Churchill novel
—surely “hitch your wagon to a star” is to-
day the one proved slogan of success in en-
tertaining or amusing the American public.

But do you also realize how particularly this
applies right now in the publishing field—
what special reasons there are right now
for hitching your advertising to the maga-
zines that are hitched to stars?

Over

Stars

*—and their effect
on the magazine situation
as seen by the advertiser*

"THE most significant fact in advertising today is that we have about reached the climax of a condition that has been developing in a pronounced way in the magazine field for about three or four years. There is now no question that the rich and powerful publishers are punishing their weaker competitors—that brains backed with money are beating brains without money. This is, of course, merely stating that the fundamental law of business is working in the publishing world as it does in the steel world, automobile world and every other part of the world of big business. But the important point for us is to recognize that it is so working.

The result is that the publishing world today is distinctly grouped back of one or the other of two fundamentally different policies—the policy of building a magazine cheap and trying to buy circulation on the best terms possible as against the policy of spending the money to put into a magazine what the public wants.

The first publisher may spend, and frequently of late he has had to spend, \$100,000 or even half a million dollars to get circulation. But circulation so bought cannot in the long run pay advertisers, and is getting more and more difficult to obtain and maintain in competition with magazines that are offering the public what it wants.

With the present high cost of "stars," not excepting star writers and artists, the other policy of giving the public what it wants may cost millions, but it is at least succeeding in bringing the eager public to that magazine's "box-office" with cash and is virtually guaranteeing "advance sales" for "long runs."

From a statement by a prominent space buyer

600,000
Quality City
Circulation

Hearst's Magazine

Stars

*—and their effect
on the magazine situation
as seen by the publisher*

THE value of Stars lies in the fact that they have a known and dependable following.

We know that 500,000 men and women will pay \$1.50 each for a novel by Winston Churchill.

We know that the delightful romances of Gouverneur Morris—the thrills with which E. Phillips Oppenheim's novels abound—the broad humor of George Randolph Chester, each have an intense appeal to a similarly wide public.

Combine these appeals—put all these star features into a single magazine—add the appeal and the following of equally popular illustrators, short story and feature writers—here is assured an immense, already-created public that we know will be vitally interested in such a magazine and will eagerly buy such a magazine as rapidly as they learn that it does offer so much of the work of so many of their favorite stars.

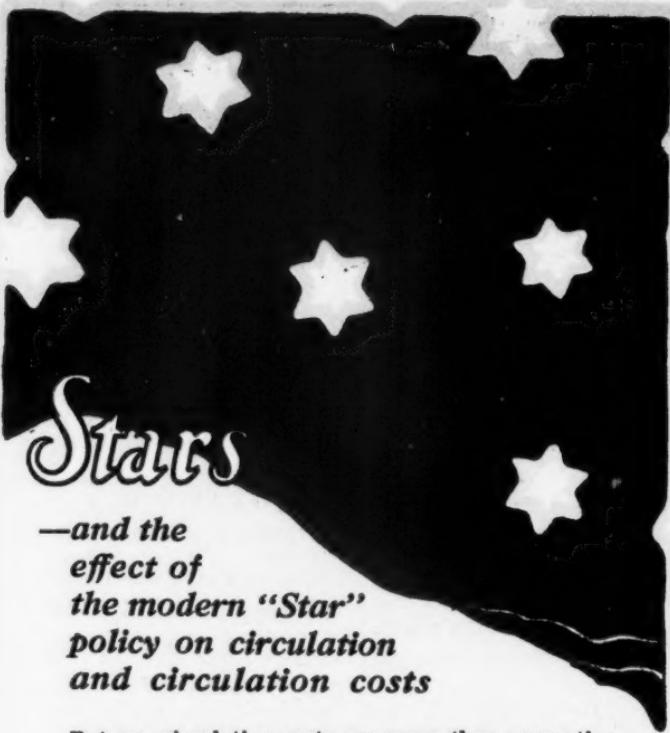
This is the policy on which Hearst's Magazine is built. It is the one and only reason why Hearst's has grown steadily to over 600,000 circulation since this policy was adopted. It is why Hearst's will continue to grow.

Such a policy is tremendously expensive—for manuscript prices are in proportion to known appeal.

The editorial cost alone on Hearst's averages between \$15,000 and \$20,000 an issue—more than is spent by any other magazine in the world. Over

600,000
*Quality City
Circulation*

Hearst's Magazine



Stars

*—and the
effect of
the modern "Star"
policy on circulation
and circulation costs*

But our circulation costs are more than proportionately lower—our circulation increase more than proportionately greater and more easily obtained—and we believe the resulting circulation itself is of more than proportionately greater value to you.

If you are interested in this modern "star" policy—to which at least four of the greatest magazines are now definitely committed—we are willing under the proper circumstances to talk frankly with you on the basis of definite costs and proved results.

600,000
*Quality City
Circulation*

Hearst's
Magazine

The "Score-Board" System for Testing a Medium's Fitness

Advertising Agent's Plan for Matching the Publication with the Proposition on a Point Percentage Basis

"WHY is this publication essential to my proposition?"

Perhaps you, as an advertiser, ask yourself this question, consciously or unconsciously, as you examine or make up a schedule. Well, then, how do you satisfy yourself that an individual paper or magazine should remain, or else is not deserving of a place on your list? What are the considerations, and what the procedure, that lead you to make this decision, and how much stress do you place on the several points of consideration?

It has been remarked frequently that there is no thumb-rule method of measuring circulation. A prominent and successful advertising agency which is placing some big corporation business has, however, worked out what it calls its "publication score-card," a method whereby it reduces to percentages the various factors it considers in selecting or rejecting a medium and then checking up to decide how nearly the publication in question measures up to the several points embraced by the score-card.

In explanation, however, it must be said that this score-card cannot be applied indiscriminately as a standard basis for measuring desirability. It must be set to bear only upon the special campaign in view, and the various factors considered will undergo a revision and readjustment in importance with different campaigns. The agent considers that the chief usefulness of the score-card "lies in the fact that it enables him to place publications side by side and weigh them item by item with a maximum of accuracy and a minimum of effort."

"The first step," he continues, "is to determine the factors which bear on the selection of media for the campaign in question, and to assign to each a certain number

of points varying, of course, according to the importance of each item."

For illustration, we will show a score-card used in conjunction with a campaign for a household kitchen appliance. After taking into account all the possible factors involved in the proposition, the points for consideration were classed in ten main groups, each group being accorded a total number of points, made up from the sum of the varying values, according to the agency's judgment, of the sub-considerations assigned to it.

It will be noticed, for example, that forty per cent of importance is attached to one of the ten main considerations, namely, "appeal." As the appeal of a kitchen appliance is fairly obvious, thirty per cent of this factor is chalked up to "women." But first let us review the card in its entirety:

SCALE OF POINTS	
General:	5
Appearance, stock, make-up, printing, color, illustrations, etc.	3.0
Age, financial soundness, general reputation, ethics.....	2.0
Appeal:	40
Appeal to women consumers.....	30.00
Appeal to men consumers....	4.0
Dealer influence.....	6.0
Circulation Distribution (A) Territorial:	5
Per cent eastern.....	.5
Per cent southern.....	2.0
Per cent central.....	1.0
Per cent mountain and coast..	1.5
Circulation Distribution (B) Community:	5
Over 10,000 population.....	1.0
Under 10,000 population.....	4.0
Circulation Volume:	10
Rate per line per thousand of net paid circulation.....	6.0
Proportion of market covered.....	4.0
Circulation Quality (A) Editorial:	5
Fiction, news, features.....	2.0
Service departments.....	3.0
Circulation Quality (B) Investigations:	5
Investigations among readers.....	5.0
Circulation Quality (C) Subscription Methods:	10
Price of subscription.....	2.0
Percentage mail subscribers..	2.0
Percentage married women..	.5

Percentage renewals.....	2.0
Percentage arrears.....	.5
Percentage installment subscriptions.....	.5
Percentage clubs with others.....	.5
Percentage subscription agency circulation.....	.5
Percentage premiums with subscriptions.....	.5
Percentage premiums for subscriptions.....	.5
Percentage bulk circulation.....	.5
<i>Class of Advertising Carried:</i>	
High-class mail order.....	2.0
High-class publicity.....	2.0
Long-term "repeats".....	3.0
<i>Special Considerations:</i>	
Previous advertising.....	2.0
Inquiry costs.....	2.0
Acceptance of size space.....	4.0
Grand total.....	100

Taking up these points categorically, some brief comment is in order. The points grouped under "general" are judged on general observation and information. As we have remarked, "appeal" forms the heaviest single factor in selection, and to the appeal to women in this case is attached three-fourths of the weight under this head. In fact, this formed the primary consideration for selecting a publication. It will be readily gathered that as a factor it would weigh heavily against, say, a business or other publication appealing almost solely to men. Man, it will be noticed, is accorded a scant four per cent of desirability. This is because an investigation by the manufacturer discovered that men buy in a proportion of one male to seven or eight women. For a proposition involving, say, a razor or shaving brush, this proportion of valuation would, obviously, be turned about somewhat.

The item of "dealer influence" under this head was also gauged on information developed by the manufacturer's investigation. Originally this item was allowed eight points, and "women" twenty-eight points, but a revision was made, allowing the latter two more points, and subtracting two points from the former. This will illustrate the care exercised to insure the highest possible degree of accuracy in gauging relative values.

Under "circulation distribution (a) territorial," it will be noticed

that Southern and Pacific Coast circulation is considered especially desirable. This is because the market for this product, experience proves, is especially favorable in these sections.

As for community circulation distribution, circulation in towns under 10,000 outweighs that in towns above that limit by four to one for the reason that a large percentage of this product is sold in the smaller towns.

Circulation volume shares with circulation quality second position in the batting average, with ten points to its credit.

"We regard a million of circulation in one medium," said the agent, "as more valuable than a million divided among three, since the rate charged is based on the total, not the non-duplicated circulation."

JUDGING CIRCULATION

Circulation quality, A and B, is judged by scrutiny of editorial matter to discover the class of women readers and by investigations among readers, with the Eastman investigation used as a basis, showing (1) readers in Class A and B homes; (2) times mentioned as the favorite; (3) times mentioned in proportion to total circulation; (4) total homes receiving.

The rest of the card speaks for itself.

"As you will readily see," explains the score-board man, "the big point (already remarked) is the appeal to women, and we have accordingly scored it heavily. The rest of the factors involved have been graded from six points down, according to their importance.

"The next step was to group the publications to be considered into four classes, high-class women's; small-town women's; farm, and general. From this point the procedure is plain. To the publication in each class approaching nearest to perfection on any factor we have given the total number of points allowed to that factor. Using this number as a basis, we computed the standing of the other publications, and graded them accordingly (mathe-

natically where it was possible). When all the candidates were graded, the total of points showed the relative efficiency of each in its class for our proposition. It is well to note that, in scoring the publications considered, we scored straight across the board, totaling neither in whole nor in part until the scoring was complete on every factor.

"The results of this score-card have been gratifying. Our opinions of relative values of publications were confirmed in every group but one, and we are ready to admit that in that one case we had been misled before. The score-card showed just where and how we had been misled.

"The score-card prevents us from overlooking any item, however small. It enables us to keep our sense of proportion. It insures both fair treatment to publications and protection to clients."

"Lost" Policyholders Advertised For

The Connecticut Mutual Life Insurance Company, Hartford, Conn., advertised recently in a New York newspaper for information regarding sixty-nine policyholders, whose names were listed. Money was due these persons, whom the company had been unable to trace.

Benjamin W. Loveland, Supervisor of Claims of the company, tells PRINTERS' INK that three of the policyholders have already been located and information secured concerning the death of a fourth. Previous advertising of the same character, with the results secured, was the subject of an article in PRINTERS' INK of March 5, 1914. Since that time special cases have been advertised in small communities and the list of missing policyholders, once numbering about 350, has been reduced to 65.

Will Manage Fort Worth "Record"

W. H. Bagley, business manager and managing director of the Raleigh, N. C., *News and Observer*, has become vice-president and general manager of the Fort Worth, Tex., *Record*. He has been associated with the Raleigh newspaper for fourteen years.

Now With Barr & Hayfield, Inc.

Raymond K. Meixsell, until recently with the Jersey City Printing Company, has become associated with Barr & Hayfield, Inc., New York, printers.

Advertising to Help Collect City Taxes

President P. C. McDuffie, of the Atlanta Ad Men's Club, has proposed an advertising campaign in newspapers to bring into the city treasury thousands of dollars of unpaid taxes. He arraigns those citizens who fail to turn in the full amount of their property for taxation. In a report to the club's executive committee he said:

"A casual inspection of the tax books would lead one to believe that Mr. Ingersoll had done a thriving business in Atlanta, and that the possession of a gold watch was almost unheard of. Henry Ford has evidently gone out of business, and other more luxurious vehicles of transportation have been abandoned. There are possibly in the city a few second-hand pianos and one or two Victrolas of doubtful value, but aside from that Atlanta's far-famed musical taste is a myth.

"If this organization, in co-operation with the other civic bodies represented in the President's club, will undertake to raise a fund to be devoted to the purchase of space in the daily papers and to the employing of an experienced copy-writer and publicity expert, who will undertake an educational campaign along the lines indicated, I am confident it will bring into the city treasury thousands of dollars, which otherwise will not be available, to help in carrying forward the many municipal improvements so earnestly desired by the people of Atlanta."

Society for the Suppression of Critical Sons-in-Law.

NEW YORK, Jan. 12, 1917.

Editor of PRINTERS' INK:

Please accept my congratulations on your having secured from Mr. S. E. Kiser that superb article entitled "Putting the Punch in Punchless Copy Masterpieces."

There may have been other punchful, witty articles of this class—I am not big enough to know—but I never have seen such a thing.

Is there on the face of God's green earth anything more to be dreaded than the President's Nephew whose car is undergoing repairs? Evidently Mr. Kiser has not heard of it, but it is a fact that certain wise Presidents are forming an organization to be known as *National Federation for the Suppression of Critical Nephews and Sons-in-Law*.

HARRY L. TYLER.

"Leslie-Judge" Employees Divide \$30,000

The Leslie-Judge Company has distributed bonuses to its managers and heads of departments and principal employees, of \$30,000. This distribution was made on the basis of efficiency records and was divided between the employees of the New York office and twenty-three branches.

Technical Publicists Discuss Engraving Systems

Also Receive Advice on What to Avoid When Ordering Out Copy for Reproduction

THE third of this season's educational dinners and discussions of the Technical Publicity Association, Inc., took place at the New York Advertising Club last Monday evening, January 15. The subject for the evening's discussions was engravings. This is one of a set programme that is being followed out by the organization this winter as a sort of co-operative course of mutual self-helps in technical publicity education. At each session there is read a paper consisting of a digest of the answers received from members to a general questionnaire on particular subjects.

This week's paper, by C. C. Eaton, of the advertising department of the General Electric Company, had to do with "Methods and Forms Employed in the Engravings Division of a Technical Advertising Department." In part, he said:

"While the general practice is almost uniform with all classes of publicity departments, yet certain forms and methods have been developed in order better to systematize a function which is purely one of purchasing. These forms and methods have helped to standardize the buying of engravings, and have, therefore, spelled lower production cost for the engraver and a lower purchase price for the advertiser.

ADVERTISER SHOULD KNOW ENGRAVINGS

"It is far better from the engraver's standpoint if the advertiser knows what and how to order, than if he is solely dependent upon the engraver, because he can then blame nobody but himself if the finished job is not what it should be.

"In the finer grades of printing the original half-tones are employed almost exclusively, the ex-

ception being where cuts are loaned for insertion in dealer catalogues, etc., or in the case of business-paper advertising when electrotypes are resorted to in order to reduce the item of expense.

"The employment of the original half-tone in high-grade catalogue work is warranted in all cases in spite of the additional expense, on the following grounds alone: the finished product is very much superior, and as all lines of manufacture are rapidly changing, the half-tone would soon become obsolete before it had returned full value. Why specify a high-grade paper for a catalogue and go to a high-grade printer and then employ a cheap electrotype?

"Regarding the matter of charging off the cost of engravings, it seems to be the usual practice to charge all cuts to the publication for which they were originally prepared, or in the case of advertising cuts, to charge them bodily to the advertising expense, in some cases immediately, and in others at intervals of thirty days. In the latter case this includes both originals and electrotypes."

H. A. Van Cott, of the General Engraving Company, gave a list of "Don'ts," among them:

"Don't mark sizes on your copy margin by a dozen different methods. Adopt a method of marking and hold to it.

"Don't order until you are sure of the size, and then don't mark your copy so many inches in width, when you mean in height.

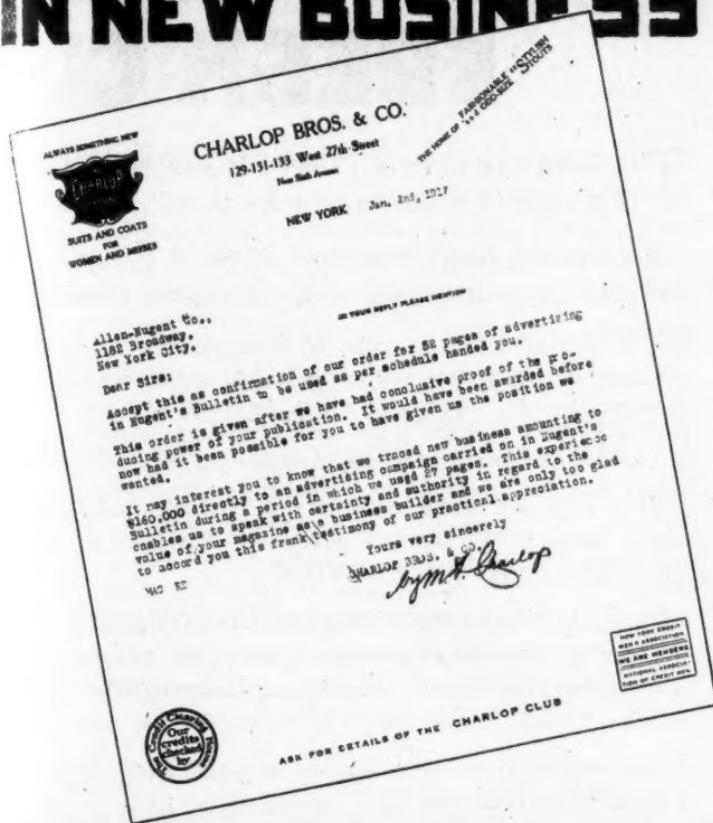
Don't order a fine screen half-tone for poor grades of paper.

"Don't order a coarse screen half-tone for good paper.

"Don't order and send a vignette half-tone where make-ready is unknown.

"Don't order vignettes unless necessary. You are selling the ob-

\$160,000. IN NEW BUSINESS



**DIRECTLY TRACEABLE TO A
\$160,000 CAMPAIGN IN**

Nugent's Bulletin
The Garment ^{for} Retailer

WHAT IS YOUR INFERENCE?

POSTER ADVERTISING FRESH CONCEPT

TO-DAY—right now, POSTER ADVERTISING is in many respects a new medium.

To-day the handsome steel 24-sheet poster board, with the green moulding, is the accepted standard of service.

To-day the posters are put on the boards and maintained better than ever before. The business is in the hands of clean-cut business men—men who are proud of their poster boards, proud of the posters on them—and proud of the service they are rendering.

Such men are found all over this country, and they are doing their level best to give the National advertiser **PERFECT POSTING SERVICE**.

Now, the **POSTER ADVERTISING COMPANY, INC.**, holds up the hands of such men by bringing into the Poster Advertising business a complete and constructive Selling Service.

The keynote of this service is **BETTER POSTER ADVERTISING**.

Our nation-wide **INSPECTION SERVICE**, for example, is nothing more or less than a means to perfect the medium

POSTER ADVERTISING 511 Fifth Avenue, Corner

A. M. BRIGGS..... Vice-President
S. J. HAMILTON..... Vice-President

BARNEY LINK.....
DONALD G. ROSS.....
KERWIN H. FULTON.....

ADVERTISING DEMANDS INSIDERATION

of POSTER ADVERTISING. When we pay for Double A service, we will see to it that we get that kind of service. If there are any men in the Poster Advertising business who cannot or will not deliver to the National Advertiser that standard of service, our inspectors will disclose that fact.

We give the National Advertiser AN UNQUALIFIED GUARANTEE OF EFFICIENCY IN THE POSTING OF HIS PAPER. IN OTHER WORDS, WE PROMISE THAT WE WILL GIVE HIM ONE FULL DOLLAR'S WORTH OF POSTER ADVERTISING FOR EVERY DOLLAR THAT HE INVESTS WITH US.

Any man who knows the POWER of POSTER ADVERTISING, rightly used, will realize that through this service alone, the medium we represent leaps forward to its rightful place as a standardized, national advertising force of HIGH EFFICIENCY and BIG RESULTS.

—And this is only one feature of the New Poster Advertising, as it is sold by the POSTER ADVERTISING COMPANY, INC.

If you are interested, write, wire or telephone for complete information

POSTER ADVERTISING COMPANY, INC. corner 43rd Street, New York

K. E. FULTON.....President
ROSS.....Treasurer
FULTON.....Secretary

M. F. REDDINGTON.....Vice-President
C. P. NORCROSS.....Vice-President

ject, and not the surrounding ground.

"Don't order complicated and intricate subjects, such as a scientific apparatus or delicate machinery silhouetted, a bicycle, for instance, where the reduction will make fine parts such as the spokes of the wheels microscopic in character and almost impossible to engrave and print.

"Don't order an ordinary half-tone to print in colored inks. Engravings for such printings must be very contrasty."

"THEORY" IN CHOICE OF COLOR

Harry A. Weissberger, speaking on the uses and abuses of color, related the following clash between theory and practice in which the latter won out.

"Some time ago we designed a window display for one of our clients out West. The subject was a fountain-pen. We studied the proposition, took into consideration that the majority of the windows in which the panel was to be shown were in small stationery stores whose windows are mostly poorly lighted and crowded with a lot of small articles badly arranged. Taking all these circumstances into consideration, and also the fact that the object to be shown was a fountain pen, a small and black object, we had to get a background color which would not only be brilliant and luminous to attract the passerby, but which would also form the necessary contrast to our fountain pen. We chose yellow.

"When we sent our sketch to the client he returned same to us with a generally favorable criticism, except that he suggested we change the background. His reason for doing this was based on a book on the psychology of advertising, and he referred in particular to a chapter on the 'psychology of colors.' The writer's experience, based upon a series of tests on male and female psychology students, established the theory that blue is the color most-ly preferred by men, red by women, that violet is liked equally well by both men and women and

that yellow is the color to which both sexes feel antagonistic. Our client suggested that we put a background in our panel of a color which would be pleasing to everybody.

"Now, I have the pleasure of knowing the writer of that book personally, but it is fortunate for us all that God created the universe without consulting him. Otherwise we might have had instead of the yellow sunrays in their luminous splendor, blue or red rays, or violet rays, psychologically agreeable to both sexes. You may like to see your sweetheart in a skyblue evening gown, but you would object to your office boy appearing in skyblue trousers. You may enjoy a yellow vase on your library table, but to eat your meals day in day out from yellow china would prove tedious.

"The background of the window panel remained yellow, yet no antagonism on the part of either sex was displayed."

George Henry Metcalf, of the Gill Engraving Company, said that, if in doubt what screen to use on a certain stock, let the engraver have a piece of the paper and he'll solve the problem for you.

W. R. Hotchkin to Direct Store Promotion

W. R. Hotchkin has resigned from the Corman Cheltenham Company, New York, and will devote all of his time, for the present, to store-promotion service.

For ten years Mr. Hotchkin was advertising and sales manager for John Wanamaker, and after that was advertising director for Gimbel Brothers for three years. He joined the Cheltenham organization in the fall of 1913.

Bradner Back With S. R. A.

C. H. Bradner, who was formerly with the national sales department of the Street Railways Advertising Company, is now back with that organization, covering New England and New York State.

Applegate Advertising Manager of "American Six"

H. M. Applegate has been appointed advertising manager of the American Motors Corporation, New York.

When to Add a New Product to the Line

Some of the Factors Which Must Be Considered in Expanding the Scope of a Business

By Roy W. Johnson

THE announcement, not long ago, by the Cream of Wheat Company of a 20 per cent increase in its wholesale prices, due to rising costs of from 70 to 250 per cent on everything the company uses, and the increases in the wholesale and retail prices of linen collars for similar reasons, emphasize one of the disadvantages of the single line as contrasted with the "family of products." On the other hand, the National Biscuit Company, confronted with phenomenal increases in the cost of flour, sugar, package material, etc., is able to show a handsome increase in net profits without any increase in the prices of its most popular "standard-price" packages. Many causes contribute to that result, but among them is the fact that the company has a large business in crackers which are sold by the pound instead of by the package, and the prices can be readily changed to correspond with the rising costs of material. The company's net profits are represented by the average net profits on its dozens of different products, instead of by the profit on a single specialty.

Thus in abnormal times, such as we have been and are still passing through, the diversity of products may act as so many anchors to windward when rising costs cut the profit out of the advertised, standard-priced lines. For another example take the Beech-Nut Packing Company. I don't happen to know how seriously the company has been affected by rising costs in connection with its main products, but in any event the company has just such an anchor to windward in its chewing-gum. True, Beech-Nut Chewing Gum is not advertised, but the *Beech-Nut trade-mark is*. Chewing-gum men freely admit that Beech-Nut gum

is one of the big sellers, and the reasons they assign for it are three: the Beech-Nut trade-mark, the attractive packaging and the company's good will among dealers. All three are directly or indirectly the fruits of advertising. The Beech-Nut company's advertising creates sales for the subordinate product, just as the National Biscuit Company's advertising helps to sell the bulk goods in the glass-front cans on the dealer's display-rack. And the subordinate products, in turn, help to maintain the average when costs rise too close to the limit on the advertised lines.

NOT A SIMPLE PROBLEM

So much for that particular phase of the subject—a phase which is accentuated just now by exceptional and abnormal conditions. In casting up the relative advantages of a "single line" and a "family of products," due importance should be given to it, but it is by no means the whole story. There are certain advantages in the "single line" which cannot be entirely offset, even under present conditions.

Probably there are few concerns which have not, at one time or another, seriously considered the addition of a new product to the line. The suggestion may come from outside the concern or from within the organization. Some inventor comes along with the offer of exclusive rights to manufacture a patented specialty, which can be made without much change in present equipment and can be handled by the existing sales organization. There is the probability that if the exclusive rights are not accepted some competitor will get them, and if the specialty really has merit the problem is no simple one to solve. That is a rather

common example of a suggestion which comes from the outside.

Then from within the organization conditions frequently arise in which a supplementary product would be highly useful—or so it seems. A "dull season" throws the factory back on its haunches and slows down the whole organization. The routine of the same old arguments, day in and day out, begins to tell upon the sales force, and they need something new to stir their enthusiasm. Somebody figures out the extra profits which could be made if the sales overhead, which is now carried by one product, could be distributed over several. Jobbers may appear to be losing interest in the product and to need the stimulus of repeat and "fill in" orders on a new product. And so it goes. Often such considerations lead to sharp differences of opinion among members of the same organization, and the problem as to whether or not it is wise to add the new product is no easy one to solve. It certainly cannot be solved by any general rules based on abstract principles.

One thing seems fairly certain: it is not wise to add a new product merely from the desire to expand. Without exception, the concerns consulted in the course of this inquiry agree on that point. As it is put by W. A. McDermid, of the Gerhard Mennen Chemical Company:

"The prerequisite to the establishment of a line of products is that each shall have a *reason for existence*. It is not sufficient that they are simply good products of their kind. They must either fill a want which is at present unserved or they must, in the case of competition, be sufficiently individual to be not merely another of the kind. Nothing will so quickly forfeit the dealer's interest or dampen the enthusiasm of the salesman."

It is likely that every concern is more or less responsive to the glamor of the "complete line." The desire to be "another Colgate" in the toilet-goods trade, for example, has led more than one

concern into difficulties. There are tremendous advantages, to be sure, in being able to offer at the same time soaps, perfume, talcums, toilet waters, dentifrices, etc., all bound together by a common trade-mark and each gaining prestige from all the rest. But if those things represent only "another line" which the dealer must stock—if they bring no new trade into his store—if they result only in switching sales which he would have made anyway, from one brand to another—he is not likely to show much enthusiasm. In short, to be successful, the new product must possess distinctive features of merit such as are not possessed by other similar products, or there must be "room" for it on the market.

WHEN THE CONSUMER HOLDS THE KEY

Now, the latter question is one which cannot commonly be answered from the vantage-point of an office chair, nor sometimes even from an investigation among dealers. The success or failure of a new product often depends upon the state of mind of the consuming public. There may be room for it and there may not, according to the extent of the demand for similar products which has not yet been tapped. That demand may be only latent as yet, and may not have begun to express itself in calls upon the trade. It can only be discovered by an investigation among consumers.

Some years ago, for example, there was a division of opinion among the officers of a very prominent soap concern as to the advisability of adding a washing-powder to the line. Washing-powders were being heavily advertised and widely sold, and it was felt by certain department heads that they would, in time, make inroads on the company's soap business. That possibility could be largely offset, they thought, by putting out a washing-powder of their own. On the other hand, it was argued that there was little or no tendency to use the powders for washing

are
be
the
ms,
all
mon
res-
if
an-
ust
ade
only
ould
one
lky
In
new
tive
not
od-
for

THE

one
an-
of
ven
cal-
f a
pon
ng
for
to
im-
yet
ay
ay
elf
can
sti-

ble,
ion
m-
ad-
ng-
ad-
it
ent
ne,
y's
city
ey
g-
he
mat
to
ng

PROFESSIONAL MAN

BUSINESS MAN

IN THE HOME

IN THE HOTEL.

IN PUBLIC BOOTHS

IN SOCIETY

THE STOREKEEPER

THE WORKMAN

"Everybody looks in the Telephone Books"

That's why the New York City Telephone Directory is such a good medium for advertisers.

It is consulted more than 2,000,000 times every day.

Advertising forms for the next issue close January 23rd.

New York Telephone Co.
Directory Advertising Department
15 Dey Street, N. Y. City

AMERICAN TELEPHONE & TELEGRAPH CO.
LOCAL LONG DISTANCE TELEPHONE
BELL SYSTEM AND ASSOCIATED COMPANIES

The New York Times

1916 RECORDS

Circulation—Net Sales	124,593,327 copies Average Daily and Sunday, 340,419
Paper Consumed	67,914,000 pounds
Ink Consumed	1,062,000 pounds
Advertising Space	* 11,552,496 lines

* The amount received for advertising in The New York Times is much greater than the amount received by any other New York newspaper—probably more than by any other newspaper in the world.

clothes, and, of course, they were not used for toilet purposes; hence they did not directly compete with the company's product at all, and there was no real reason why the company should put out a powder of its own. The problem finally resolved itself into a single question: was there any latent demand for washing-powder for use in washing clothes? If there was, the company ought to have a powder of its own. If not, it would have no reason to add another powder to the number which were already on the market.

But the answer to a question like that cannot be evolved out of the blue smoke encircling a council table; it cannot be discovered by asking the dealer what he thinks his customers use washing-powder for. The only real authority is the deity presiding over the wash-tub. If Mrs. McGuinness is getting the habit of using a little less soap and some washing-powder on the mistress's clothes, the only way to find out is to ask her. And that is exactly what the company did. It notified its entire field force, consisting of several hundred men stationed in all parts of the country, that a certain three days were to be devoted to a consumer-investigation. On the first day each man was to call upon ten households of the wealthy class, find the person who actually did the washing, or was responsible for it, and get definite answers to a specific list of questions. On the second day he was to call on ten middle-class households, and on the third day he must visit ten of the poorer class. All of the data, together with such comments as the men chose to make, were to be forwarded to the home office.

If you can get one of the men who took part in that three-day adventure to tell his experience, I can promise you an hour's entertainment. But the company found out what it wanted to know, and the wounded pride of the dignified sales representatives who were obliged to call upon wash-ladies has healed ere this. The company did not put out its washing-powder, for the records of ap-

proximately 10,000 interviews showed that the substitution of washing-powder for soap in the laundry was so slight as to be negligible.

It should not be understood, however, that the attitude of the consumer is the only thing to be considered. Trade conditions often point to the advisability of adding a new product to the line, and may in themselves afford sufficient warrant for it. Thus, as Mr. McDermid of the Mennen Company points out:

"One of the chief disadvantages of the one-item line is the restricted and unimportant position it occupies in the retailer's store. Few, if any, retailers make any effort to sell their staples up to the normal consumption of their community (all the talcum makers combined only produce about one-eighth of the *possible* talcum consumption of the country), so that the importance of a manufacturer's product in a store is directly proportioned to the volume of business created by that maker for that particular store. This is registered in the mind of the dealer by the size and frequency of his orders. If he does a '*good business*' on an item he remembers it and is more or less strong for it. No one item in a highly competitive field can hope to assume that position. The *line*, if it is a good one, will in time achieve this position."

"The dealer is not to be blamed," Mr. McDermid continues, "for what the manufacturer sometimes feels is an unfair amount of unresponsiveness. There was a time when two or three brands of dentifrice supplied all the dealer's normal demand. To-day, to be the kind of dealer the manufacturer likes, to meet the diversified demand, he should really have a dozen brands, let us say, and two or three types of each brand, powder, liquid and cream. This situation has made him, in self-preservation, a buyer of fractional dozens—it is the exceptional product that lifts him to the class of the buyer of dozens, and the still more remarkable product

that justifies him in buying by the gross."

In other words, the dealer frequently gauges the importance of a line by the size and frequency of the orders which he is obliged to place for it. From the manufacturer of a single product he buys infrequently, but from the manufacturer of a line he buys oftener. It may be one product to-day, another to-morrow—but the idea is borne in upon him that he is doing a big business in that manufacturer's goods. And it is the most natural thing in the world for the dealer to push the goods which he considers most important.

A slightly different angle is brought out by Fletcher W. Taft, of the Carter's Ink Company:

"In the last few years," he writes, "we have brought out a new ink, a new paste-jar and now a new paste. In addition, we have brought out a number of new specialties or small articles. The reason for each was that there was a call for the article from the consumer. We bring out specialties so that we may get 100 per cent of a man's order, where otherwise we might get 75 or 80 per cent, but he would buy some of his little stuff from a competitor and this would not be wise business."

There you have one of the tactical advantages of the complete line. "Little stuff" often serves as a convenient entering wedge for a competitor's salesman, and the dealer may in time be persuaded to share his orders for the "big stuff." In some lines it is possible to keep competing brands out of certain stores altogether merely by offering a complete assortment of products.

KEEPING BUSY THE YEAR THROUGH

In the case of seasonable products there is an added advantage in rounding out the line. The Bradley Knitting Company, Delavan, Wis., tells how the expansion of the company's line from sweaters only to an all-the-year-round line of knit goods has strengthened its position in the trade:

"Essentially," it writes, "we are manufacturers of sweaters, but because knit caps, scarfs, gloves, hose and underwear are so closely allied, ours is in reality one line.

"The recent purchase of the National Knitting Company, of Milwaukee, enabled us to add gloves and hose. We had the prestige, the sales force and the distribution; all we lacked was the goods. Underwear was added for the same reasons.

"It is not our policy to add new members at intervals. But we do feel that the recent additions to our line are of the greatest importance. Instead of one appeal to our dealers, we now have four: sweaters, gloves, hose and underwear. Instead of thinking of us only during the buying and selling season of one product, we are in their minds constantly through some connection. Next year our men in place of traveling but once over the field will make a spring and fall trip. The importance of this is patent.

"Though we enjoy an unusually close relationship with our 11,400 dealers, we want to tie them more closely to us. Every new addition multiplies the strength of this bond."

The following outline of the conditions under which new products are added and dropped refers to one of the most firmly established and best-known concerns in the country. It is given to PRINTERS' INK with the understanding that the concern shall not be identified. That, however, need not militate against the value of the facts, for the name of the company would be instantly recognized and respected for success in its field and for length of experience.

"The company's line varies between 100 and 125 products. It is continually changing, by reason of the fact that certain varieties are dropped from time to time: on account of manufacturing difficulties, lack of demand, limited distribution possibilities or other reasons. New products are added from time to time when it is thought possible to develop them



*We have known intimately
a few very able adver-
tisers. They were men of conviction
and courage. Having a conviction
and the courage to pursue it is of the
essence of success in advertising.*

*If you can't have the courage of your
own conviction, please get the courage
to back someone else's conviction.*

*Dollars are worth only 5 or 6 per
cent and if you can't make more than
that out of an advertising investment,
you're down on a dead one.*

*Good advertising back of a good
proposition always wins—it can't lose.*

We can furnish the advertising.

CORMAN CHELTENHAM COMPANY
Merchandising Counsel Advertising Service
11 EAST 36TH STREET
NEW YORK.

Established 1897

into good sellers, and this latter consideration is the only one that really leads to the addition of any new product.

"The experience of the company in handling a large number of products has demonstrated that very frequently it is a great disadvantage to keep adding products to a line, unless there is a possibility of their developing into real live national sellers. The policy of the organization in adding a new product is to try it out, and if no satisfactory market can be developed, to drop it. It has found that the more poor sellers it has in the list, the more divided and intricate the sales work becomes, with the result that the time necessary to devote to selling the slow-moving article could be devoted with much better results to pushing staples.

"A good many products in the line receive practically no uniform sales backing, being carried in the list principally to meet such demand as had been created for them in certain sections. On certain products of this character there is actual loss merely to accommodate certain classes of trade.

"Seven or eight products practically make up the bulk of the business, and the others are carried along from year to year merely because the trade expects them, or because they had been in the list from the early days of the business—in other words, to fill out and round up production.

COMPLEXITIES THAT ARISE WITH BIG LIST OF PRODUCTS

"A big disadvantage about a large line is the complexity of the manufacturing end, extending all the way from the securing of the raw material down through every stage of the production of the goods to the creation of packages and manner of marketing. The larger the list the more difficulty in filling orders promptly for all classes of goods, for reasons which will be at once apparent.

"Quite the contrary from helping to build up a good sales force by enthusing them and making them intensify their efforts, a large

line has a tendency to weaken or scatter sales effort and make it more difficult of management. The fewer the articles in the line the more directly can sales effort be concentrated upon them, and I believe this is borne out by the experience of practically all manufacturers who have attempted to market large lines of product.

"When it comes to the addition of a by-product, such as is frequently advisable in the packing industry, for instance, I can see the necessity of enlarging the line in the sense of manufacturing economy. And that introduces another element, which does not apply in the case of this company, none of whose products are, in any sense, by-products of others. When an addition to the line is made, it is done solely on the individual merits of the added commodity, and not because the manufacturing processes leave a by-product to be taken care of. Where manufacturing conditions exist which make it profitable to market a by-product, I can see that certain modifications in the sales scheme may reasonably have to be made to meet the condition.

"Taking the matter as a whole, and viewing it in a general light from my past experience, I should say that the smaller the line can be kept and the closer each product can be kept to a general line of use and channel of distribution, the less costly does it become to sell the line and, correspondingly, the more profitable is it to the manufacturer."

As stated above, it is impossible to lay down any general rules which may serve as a guide in deciding whether or not to add products to the line. The actual conditions surrounding the case must govern. But this much can safely be said: that *all* the conditions must be considered—not merely some of them. It is not often necessary to go to such lengths as the soap manufacturer did in probing the state of mind of the consumer, but it is seldom that the problem can be solved without first-hand study of actual market conditions.

Cleveland's Advertising Supremacy

Remains with

The Plain Dealer

The 1916 Record:

12,000,000 Lines

of Paid Advertising—an increase of 2,000,000 Lines over the Plain Dealer's own record for 1915, and exceeding the 1916 showing of Cleveland's second paper (Eve.) by over 1,675,000 Lines; of the third paper (Eve.) by over 5,623,000 Lines and of the fourth paper (M. & S.) by over 5,395,000 Lines.

Automobile Advertising

The Plain Dealer printed 1,342,320 Lines of automobile advertising in 1916, exceeding Cleveland's second paper (Eve.) by 845,390 Lines and being 139,650 Lines more than that appearing in the third and fourth Cleveland papers, combined.

The Plain Dealer's Annual Automobile Supplement, published Sunday, Dec. 30th, 1916, carried 113,120 Lines of Automobile and Accessory advertising, by far the largest volume of this advertising ever carried in a single issue of any other newspaper in the world.

Western Advertising Representative

JOHN GLASS
PEOPLES GAS BUILDING, CHICAGO

Eastern Advertising Representative

JOHN B. WOODWARD
TIMES BUILDING, NEW YORK

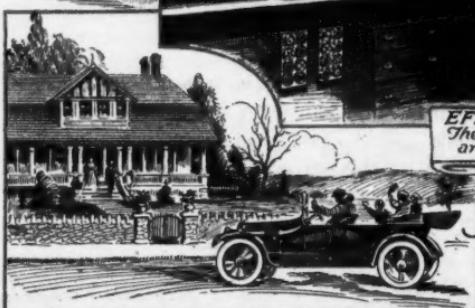
HOUSEHOLD NUMBER COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

VOLXXIX



*You can keep all your kitchen
utensils on shelves, in drawers
or hang many things on the wall.*



*EFFICIENCY IN THE KITCHEN
There should be a place for each
article . . . See Story page*

**MARCH
1917**
*Published at
AUGUSTA, MAINE*

COMFORT'S Household Number

goes to our people early in March—the month of House cleaning and Brightening-Up in the country.

It will be filled with articles showing thrifty housewives how to improve, repair and beautify their homes, how to work and live more efficiently. This issue of

COMFORT Is A Household Necessity

It is consulted and studied as a reference book. Its advertisements will be carefully read—will be highly productive.

Advertisers *know* that the March issue is a puller—they have used more space in that number, through the past quarter century, than in any other.

Forms close February 10 ***Sharp***—for the March issue ***Must and Will*** be out ***On Time***.

W. H. GANNETT, Pub., Inc.,
Augusta, Maine.

New York Office: 1628 Aeolian Hall
WALTER R. JENKINS, Jr., Representative

Chicago Office: 1635 Marquette Bldg.
FRANK B. THOMAS, Representative



BUILDERS of AMERICAN BUSINESS

W. F. MACGLASHAN, PRESIDENT
OF THE BEAVER BOARD COMPANIES

"I look forward with interest to the good articles in each new issue of SYSTEM. Its value is keenly appreciated in the Beaver Board organization. SYSTEM is marked regularly by our Librarian and sent to all departments."

William F. MacGlashan

NUMBER LXXII in the series of portraits of readers of SYSTEM

Working to Make the Teaching of Advertising More Practical

A Survey of the Instruction Being Given in Various Colleges of the Country

By Bruce O. Bliven

Teacher of Advertising in the University of Southern California

TEACHERS of advertising, if the present writer may be permitted to interpret their interests rather freely (on the basis of four years' personal experience in the work, a rather wide personal acquaintance with his fellow-instructors, and a recent 7,000-mile visit of inspection to schools offering this subject), are mainly concerned with the following problems:

1. How to standardize the instruction in the various schools so that courses covering identical ground may have identical titles, elementary courses in one institution will duplicate the subject-matter of elementary courses in another, etc.

2. How to make sure that instruction will not be given by persons grossly unqualified by experience and training for teaching advertising.

3. How to give the students practical experience in advertising which will duplicate the conditions of actual business.

4. Deciding in what department of the school the work in advertising can best be given, and then urging standardization upon institutions taking up the work for the first time.

UNDER WHAT DEPARTMENT?

To take up the last-named point first, it is interesting to note that advertising has been introduced for the most part in the department of journalism, when such a department existed. Frequently it has been given as training in the business side of the newspaper, on the theory that a knowledge of copy-writing makes an advertising solicitor much more useful to the advertisers he calls on, especially in the smaller communities,

and among the smaller stores. Advertising has also been taught in the department of economics in connection with courses in distribution of goods, marketing, and business problems. In some schools the department of psychology has provided the opening wedge.

The present inquiry has produced the interesting fact that there is a strong tendency to teach advertising solely and purely as a part of salesmanship. Universities which have a college of commerce, or of business, unhesitatingly place advertising among the subjects of that department.

"I am more and more convinced," writes one instructor, "that advertising is just a phase of marketing, and ought to be considered side by side with other aspects of sales and distribution."

Another man comments: "We find the most satisfactory place for advertising is in direct conjunction with our course in salesmanship." In one school the work in advertising constitutes the second half of a year's course in salesmanship.

Universities which do not have a college or department of commerce seem to be about equally divided as to whether advertising should be given in the department of economics, or of journalism. Where the journalism work is well established, there is usually work in advertising, even though it may have the special viewpoint already mentioned. One instructor in advertising feels that the university ought to offer two kinds of work in this subject—newspaper advertising for future newspaper men, and the economics of advertising, for those who want to go into business.

It is, by the way, somewhat surprising to find one or two strong schools of business administration in this country which pay little attention, or none at all, to advertising. Possibly this is due to the fact that the organizers of such schools are usually financial experts, bankers, and men of a similar type, who in the past have been notoriously ignorant of the scope and power of modern advertising.

How fast advertising is gaining headway in American schools can be shown by a few figures. Two years ago, twenty institutions, as nearly as I can find out, taught the subject; a year ago, twenty-six, and this year, thirty-seven. The work given ranges all the way from a single course, given by a professor of English or journalism, or by an advertising man who comes out to the university once or twice a week, up to a complete department with a four-year course, a large number of subjects, and several instructors. All told, at least fifty men are conducting classes in the subject in the various institutions teaching advertising; and while figures on enrollment are not always reliable, it seems certain that something more than 1,500 students are learning the mysteries of "printed salesmanship" this year.

RETAILERS' PROBLEMS IMPORTANT

Teachers of advertising are beginning to shift their attention somewhat, it is to be noted, from national advertising to the retail problems with which, after all, by far the greater part of their students will have to do. In the past year or two, the comment has been made more and more often that text-books on advertising and teachers of the subject have talked about big national campaigns in training students who would almost certainly be occupied for years to come in advertising local stores or small local manufactories.

The University of Missouri, in particular, is meeting this problem effectively by letting the students in advertising handle cam-

paigns for the local merchants who advertise in *The Missourian*, which was originally the college paper, but is now a local daily which circulates all over the city of Columbia. In the words of Prof. J. B. Powell, instructor in advertising: "All advertising in this paper is solicited and most of it is written by the students in advertising as part of their class work. Students are also assigned to handle the advertising of local stores and manufacturing industries."

Work of a very similar character is reported from a large number of institutions. Nearly everywhere, the students in advertising solicit business for the college paper, write copy for local merchants when permitted to do so, and get valuable business experience in this way. Generally, however, the relation between the college paper and the courses in advertising is only quasi-official.

One of the universities which has felt the need for getting "closer home" in its advertising instruction is the University of Wisconsin. Beginning this year, it is offering a course in "Retail Advertising" in its Extension Division, both by correspondence and through resident instruction. In addition to work at the University, classes will be organized in various cities where an interested group can be found, and these will be taught by regular members of the University's "field staff." The work consists of lectures, round-table discussions, and practical laboratory work.

"Those who take the course," comments Prof. Perry F. Nichols, the instructor, "either in class or by correspondence, or both, are nearly all merchants or sales people. They are ideally situated to secure the greatest benefit from this work. Employed in stores, as they are, our students are in a position to try out in actual practice the various ideas developed." For the regularly enrolled students in the university, there is another course in retail advertising, similar in character.

Concentrated circulation
in sixteen states of the
middle west, reaching
simultaneously both
consumers and retail
merchants—is the reason
we produce results which
our advertisers can put
their fingers on.

Without obligation on your
part, may we explain our
plan to you in full detail?

The People's Popular Monthly
Guaranteed 750,000 net paid
Des Moines, Iowa

Member of Audit Bureau of Circulations



This same thought, of bringing the university to the active business man, is to be found in a new course offered last summer at the University of Missouri. The course lasted eight weeks, being given as part of the regular summer session, and was designed for advertising men on newspapers or in agencies or retail stores or other businesses who might want to make special studies of certain problems. Twenty men took the course last summer.

The striking way in which advertising is being fitted into marketing, and is getting away from being regarded as just one kind of writing, is shown in the organization of the excellent New York University school, called the "Division of Advertising and Marketing."

"We most emphatically believe," reports Prof. G. B. Hotchkiss, "that the place for advertising is in the School of Commerce, where such a school exists. We feel that marketing takes its place alongside management, finance, and accounting as a major division of the field of commerce, and that in the past it has been too much neglected. This year we shall strengthen the marketing side of our instruction in advertising, as opposed to the technical. Not only students specializing in advertising and marketing, but all other candidates for the degree of the School of Commerce, Accounts and Finance, are required to take Prof. Ralph Starr Butler's general course in advertising and marketing (numbered in the catalog 3 and 4)."

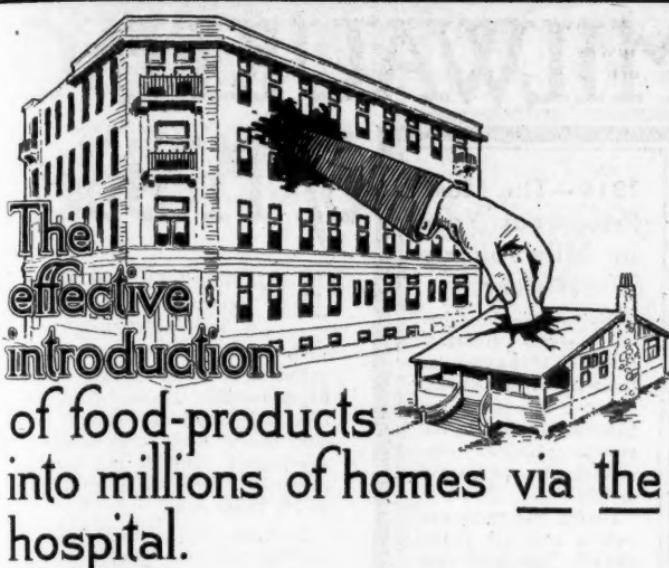
In the Division of Advertising and Marketing, New York University, 740 students take business English, which is really a marketing course; 115 take essentials of advertising, eighty-seven take salesmanship and sales management, seventy advertising copy, sixty-five advertising display, fifty-five psychology of advertising, fifty-five sales correspondence and selling systems, thirty-five advertising campaigns, thirty lay-outs, twenty-eight printing, twenty advertising media,

nineteen advanced display, eighteen mail-order practice, and fourteen advanced copy. These figures are interesting, as showing where student interest, in general, lies.

There is little co-operation between advertising clubs and schools teaching advertising. In many college towns, there is no club; and even when there is, as a rule the club does no more than furnish an occasional speaker for the classes. In New York City, where the Advertising Club conducts classes of its own, some of the courses now given in New York University were originated by the club. When it found that these courses could be given as well by the university as by the club it withdrew its own courses and substituted in place of them others which did not duplicate the university work. It has also done much to encourage all the university work. Similarly, the courses in the University of Southern California, of which there are seven, were introduced at the direct suggestion of the Advertising Club of Los Angeles, and were planned in detail and taught for the first two years by a member of the club's educational committee.

The trend toward practicality in teaching is everywhere apparent. Some schools have done away with the text-book entirely, and are depending on the "problem-method." Others use texts only for incidental reference. Several schools are using *PRINTERS' INK* as the basis of weekly study, and nearly all require its use by the students for reference.

One of the hopeful things about the teaching of advertising is the existence of a National Association of Teachers of Advertising, which is looking toward the future by insuring co-operative work among its members to put teaching on a sound basis. This organization has taken over the work of the Sub-Committee on Schools and Colleges of the National Educational Committee, A. A. C. of W., and presented a strong departmental programme at last year's convention.



The effective introduction of food-products into millions of homes via the hospital.

Almost every patient in the hospital is put on a more or less special diet and on discharge receives instruction for the continuance and modification thereof.

However, the patient goes further in carrying out such orders, in that he not only eats those foods as prescribed, but also buys those brands served by the hospital because of his respect for the endorsement given to all foods that the institution serves.

Considering that more than 8,000,000 persons (one-twelfth the population of the United States) are resident patients in hospitals each year, the possibility of introducing food products into millions of homes via the hospital will readily be appreciated.

The
MODERN HOSPITAL

in reaching over 86% of the buying power selecting and purchasing the food supplies for the hospital field, provides a quick and productive means of successfully promoting the sale and use of a food-product into the country's 8,500 hospitals and allied institutions. These hospitals spend over \$250,000,000 a year, a goodly portion of which sum is spent for quality food supplies.

Have you yet to look into this profitable market?

Let us investigate it for you! No obligations.

The Modern Hospital Publishing Co., Inc.

ST. LOUIS
Metropolitan Bldg.

NEW YORK
Metropolitan Tower

Charter Member A. B. C.

CHICAGO
Tower Bldg.

Among some of the NATIONAL ADVERTISING food manufacturers using The MODERN HOSPITAL are:—

Welch Grape Juice Co.,

Waukesha Pure Food Co.,

Quaker Oats Co.,

California Fruit Growers Exchange, Calumet Tea & Coffee Co.,

Royal Baking Powder Co.,

Coast Products Co.,

American Wine Co.,

Anheuser-Busch,

Shredded Wheat Co., Pheasant Fruit Juice Co.,

Wheatena Co., Haserot Canneries,

Horlick's Malted Milk Co.,

Pompeian Co., Cream of Rice Co.,

Rice Cereal & Mfg. Co.,

Borden's Condensed Milk Co., and others.

MILWAUKEE-City of Prosperity

1916—The Most Prosperous Year in Milwaukee's History

During 1916 the value of products manufactured in Milwaukee increased over \$65,000,000.

During 1916 the wages paid to employees in the steel industries increased over \$5,000,000, or 40%.

During 1916 there was paid to employees of the various manufacturing industries \$100,000,000, an increase of nearly 25%.

Milwaukee

is one of the largest industrial centers in the United States.

It is the metropolis of one of the leading agricultural states and the greatest dairying state in the Union.

It is one of the greatest ports on the Great Lakes.

In the following industries it is the largest or among the largest producers in the world:

Machinery, tanneries, locomotives, shoes, enameled ware, candies and chocolates, motor-cycles, trunks, etc.

1,574 new business concerns were established in Milwaukee during 1916.

MILOWAUKEE is a city unique—it's present prosperity, great as it is, is solidly based on a prosperity that exists at all times.

For it is not a "boom" city. It never experienced a boom. Nor, in times of financial panics and country-wide depression has it been other than comfortably prosperous. During the last business depression Milwaukee was the least affected of all large cities.

Probably in no other large city in the country are the people so contentedly prosperous, so stable, so home-loving.

Probably in no other city of its size does so large a percentage of the population own its own homes—real homes—with lawns and gardens.

Per capita of population, Milwaukee is one of the wealthiest large cities in the world. And that its citizens spend their money—that they appreciate and buy the good things of life—is demonstrated by the investigation conducted by the Associated Advertising Clubs of the World. This discloses the fact that only two cities led Milwaukee in increase of retail sales during November, 1916, over November, 1915. Milwaukee's increase, 31.3%.

The largest and most desirable portion of these 450,000 prosperous people can be reached and strongly influenced through a single newspaper.

The MILWAUKEE

Foreign Advertising Representatives:
O'MARA & ORMSBEE
Chicago and New York

The Journal is read in more than 80% of

MILWAUKEE-City of The JOURNAL.

IN NO CITY does a newspaper stand more clearly dominant than does The Journal in Milwaukee. In circulation, in advertising, in progressiveness, in all things that tend toward making a great newspaper, The Journal stands so far ahead of the other Milwaukee newspapers that competition can scarcely be said to exist.

The net paid circulation of The Journal is now more than 110,000 daily—more than 100,000 Sunday.

The Journal goes daily into more than 80% of the English-speaking homes of Milwaukee. It is read in more than 40,000 of the better homes in the wealthy state outside of Milwaukee. Its circulation equals the circulation of the next three newspapers combined.

SUPREMACY

The circulation has not been gained by premium or catch-penny methods. It has been a logical growth based on merit alone. It is the result of building a clean, independent newspaper to appeal to intelligent people. With these people it has influence and prestige that no other kind of a newspaper could have.

Single-handed, The Journal can sell your goods to the people of Milwaukee, city of prosperity. No other newspaper or combination of other newspapers can do this.

JOURNAL,

Member—
A. B. C.

HARRY J. GRANT
Business and
Advertising Manager

the English speaking homes of Milwaukee

More Than
1,500,000
Lines Gain
During 1916

Total
Advertising
carried in
THE JOURNAL
during 1916,

7,606,294
or a gain of 25.3% over
1915.

Foreign Display, 1916
1,871,898 Lines
Gain, 33%

Local Display, 1916
4,192,527 Lines
Gain, 21%

Classified, 1916
1,464,105 Lines
Gain, 28%

During 1916 The Journal
carried

54,826

more want ads than the
next four newspapers
combined.

Paid circulation (daily)
more than 110,000.

Paid circulation (Sunday)
more than 100,000.

Street & Finney, Inc.

as seen by their clients

Our Business Increase Proves Their Analysis Correct



says

**William Underwood
Company**

(*Underwood Deviled Ham*,

"STREET & FINNEY have handled our advertising since 1909. They were given the account principally because they showed a clearer grasp of our selling problems and seemed to us to offer a better solution of them than any of the many other agencies who solicited the business.

"We have not regretted placing the account in their hands, nor have we ever had any thought of taking it away from them; because their analysis of our problems appears to have been absolutely correct, as our increase in business amply proves.

"They have shown a marked degree of originality in their copy department, a fair, liberal and broad spirit in handling the details of our business, and a distinct desire to further our interests in other ways than merely through magazine advertising.

"Street & Finney's organization has been increased materially since we first knew them. They now have in their employ a man who is expert in merchandising trade-marked articles, and his services are at the disposal of their principals.

"In general, we think that their business is being conducted on broad, constructive lines, and we believe that they are increasing their clientele very rapidly."

William Underwood Company

Excerpt from "Newspaperdom"

Klaxon's "Sewing Up" Contract With Distributors Frowned Upon

Department of Justice Files Petition to Have Court Declare Various Stipulations of the Contract Void

"SEWING UP" jobbers as a means, not merely of distributing your product, but of preventing competitors from edging in on your market, is a business expedient that has lately found disfavor with the United States Department of Justice. If a manufacturer shows any especial ingenuity, as has the maker of Klaxon automobile horns, in devising means for holding his distributors to an exclusive sales agreement, he is liable to be rewarded in future by being made defendant in a proceeding at law, such as the test case which the Department of Justice has lately filed in the United States District Court in New Jersey against the Lovell-McConnell Manufacturing Company.

DEPARTMENT'S VIEW OF "CHRISTMAS PRESENTS"

"Christmas Presents," the Lovell-McConnell Company has been wont to call its annual remembrances for "sales agents who have loyally observed the conditions of the agents' proposition," but the Department of Justice found that such Christmas presents, instead of coming as pleasant surprises to the participants, were nothing less than a prearranged rebate, or bonus, duly gauged in proportion to the amount of goods sold during the year—5 per cent on \$5,000 worth of business, 7½ per cent on sales of \$7,500, 10 per cent on \$10,000, 12½ per cent on \$15,000 and 15 per cent on business amounting to \$30,000 (list price less goods returned).

Having come to the conclusion that the "Christmas present" is nothing more nor less than "a valuable discount" whereby the producers of the Klaxon family of horns prevent their jobbers from dealing in the products of competitors, the Department of Justice has filed a petition praying

that the court shall pronounce illegal and void various stipulations in the contracts of the Lovell-McConnell Company and "perpetually restrain" the corporation in question from enforcing or attempting to enforce these conditions or any similar understandings in future.

In discussing the general conditions of the business in warning-signal horns, the United States attorneys declare that fifteen manufacturers, located in different parts of the United States, are engaged in the production and sale of the motor-driven or hand-operated horns for use on automobiles, motorcycles and boats. It is estimated that in 1915 about 209,000 horns were sold directly to automobile manufacturers and 283,000 direct to retailers, while about 372,000 were distributed through jobbers.

Explaining why a manufacturer—at least a manufacturer in this line—should be especially desirous of controlling the channels of jobber distribution, the Governmental statement is: "Generally the manufacturers have found it least profitable and satisfactory to distribute their products by the methods of selling directly to automobile manufacturers, to retailers or to users. As in many other lines of business, selling and distributing to jobbers is recognized to be the most profitable, the most dependable, the best method by which manufacturers of warning-signal horns can market their products.

"There are hundreds of jobbers of warning-signal horns in the United States. As a rule, they are large concerns of recognized financial standing. They buy in quantities for resale to established retail dealers and usually handle warning-signal horns along with other automobile accessories. The losses and risks in dealing with jobbers are very small. Selling to

them requires few salesmen and little bookkeeping, reduces freight and transportation charges to the minimum by permitting a few large shipments to be made instead of many small ones, avoids the necessity on the part of the manufacturer of carrying large stocks in storehouses and gives the manufacturer the use of the corps of salesmen employed by the jobbers and the benefit of advertisements in the catalogues circulated by jobbers among their customers.

"The jobbers have accordingly come to be recognized as necessary factors in the trade, whose services are eagerly sought by and are practically indispensable to the manufacturers. And while most, or all, of the manufacturers, from necessity or for purposes of advertising, sell part of the horns they produce by one or more of the other methods; that is to say to automobile manufacturers, to retail dealers or to users, it is upon the method of distributing through jobbers that they chiefly depend for their profits."

Lovell-McConnell, according to the evidence collected by the Government, "in general sells and seeks to sell to jobbers exclusively, and, except in rare instances, does not directly deal with or sell to retailers or users." The Government concedes that this concern, which was the first to manufacture motor-driven horns (and for several years, beginning in 1910, claimed the exclusive right to manufacture horns of that type), has now "the best-known horns on the market." Furthermore, it is estimated that about one-half of the total number of horns sold and distributed by jobbers in 1915 were Klaxons, and that the position in the trade of this manufacturer "is believed to have grown steadily stronger in the year 1916," thanks to the fact that "it has expended and is still expending large sums of money in advertising."

Since 1910, it is charged in the Government's complaint, this manufacturer "has continuously sought to prevent the jobbers who have handled its products from han-

dling the products of any of its competitors and to acquire and maintain control of the distribution of warning-signal horns through jobbers." It is recited that as a result of its system of marketing the Lovell-McConnell Company has compelled or induced a majority of the jobbers in the United States to refuse to handle the horns of any other manufacturers.

THE KLAXON CONTRACT

The form of annual contract whereby Lovell-McConnell sews up its jobbers receives considerable attention at the hands of the Federal attorneys, especially, of course, the "Christmas present" ruse. The 1916 contract, a copy of which is filed, shows that various privileges are extended to sales agents who handle Klaxons exclusively—privileges in addition to the regular sales agent's discount of 40 per cent and 5 per cent for cash in ten days, f. o. b. Newark, N. J. One extra is the payment to sales agents' salesmen of a commission of 1 per cent on the list price of all hand instruments and 2 per cent on all electric instruments. Sales agents are protected against any change in list prices and discounts for three months from the date of purchase and a liberal "exchange privilege" is in force from May 1st to 15th and from September 1st to 15th, the manufacturer paying freight both ways on the horns sent back as "unsalable." Then there is the above-mentioned "Christmas present" on a sliding scale, and it is promised that any order, delivery of which is not made within sixty days of receipt at the factory, may be cancelled, but that the amount involved will be credited on the "Christmas present," just as though the goods had been shipped and billed.

C. D. Heller in Chicago Printing Company

Charles D. Heller, formerly advertising manager of Marshall Field & Company, has become a partner in the Rathbun-Grant Printing Company, Chicago.

The Paragrafer Says:

THE trouble with so many New Year Resolutions is that they are written on the wrong kind of paper. If you really want them to endure—write them on

Temple Bond

An Excellent Writing Paper

Like your important correspondence they will then be matters of *permanent* record. And they will look so impressive that you yourself will take them seriously.

In the case of Temple Bond the argument of prohibitive price does not apply.



Ask us for
samples. Your
printer will
quote you
prices.

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

BIRMINGHAM

DETROIT

ATLANTA

BAY STATE DIVISION
SMITH-DIXON DIVISION

Boston
Baltimore

New York Office: Fifth Avenue Building
Chicago Office: People's Gas Building

them requires few salesmen and little bookkeeping, reduces freight and transportation charges to the minimum by permitting a few large shipments to be made instead of many small ones, avoids the necessity on the part of the manufacturer of carrying large stocks in storehouses and gives the manufacturer the use of the corps of salesmen employed by the jobbers and the benefit of advertisements in the catalogues circulated by jobbers among their customers.

"The jobbers have accordingly come to be recognized as necessary factors in the trade, whose services are eagerly sought by and are practically indispensable to the manufacturers. And while most, or all, of the manufacturers, from necessity or for purposes of advertising, sell part of the horns they produce by one or more of the other methods; that is to say to automobile manufacturers, to retail dealers or to users, it is upon the method of distributing through jobbers that they chiefly depend for their profits."

Lovell-McConnell, according to the evidence collected by the Government, "in general sells and seeks to sell to jobbers exclusively, and, except in rare instances, does not directly deal with or sell to retailers or users." The Government concedes that this concern, which was the first to manufacture motor-driven horns (and for several years, beginning in 1910, claimed the exclusive right to manufacture horns of that type), has now "the best-known horns on the market." Furthermore, it is estimated that about one-half of the total number of horns sold and distributed by jobbers in 1915 were Klaxons, and that the position in the trade of this manufacturer "is believed to have grown steadily stronger in the year 1916," thanks to the fact that "it has expended and is still expending large sums of money in advertising."

Since 1910, it is charged in the Government's complaint, this manufacturer "has continuously sought to prevent the jobbers who have handled its products from han-

dling the products of any of its competitors and to acquire and maintain control of the distribution of warning-signal horns through jobbers." It is recited that as a result of its system of marketing the Lovell-McConnell Company has compelled or induced a majority of the jobbers in the United States to refuse to handle the horns of any other manufacturers.

THE KLAXON CONTRACT

The form of annual contract whereby Lovell-McConnell sews up its jobbers receives considerable attention at the hands of the Federal attorneys, especially, of course, the "Christmas present" ruse. The 1916 contract, a copy of which is filed, shows that various privileges are extended to sales agents who handle Klaxons exclusively—privileges in addition to the regular sales agent's discount of 40 per cent and 5 per cent for cash in ten days, f. o. b. Newark, N. J. One extra is the payment to sales agents' salesmen of a commission of 1 per cent on the list price of all hand instruments and 2 per cent on all electric instruments. Sales agents are protected against any change in list prices and discounts for three months from the date of purchase and a liberal "exchange privilege" is in force from May 1st to 15th and from September 1st to 15th, the manufacturer paying freight both ways on the horns sent back as "unsalable." Then there is the above-mentioned "Christmas present" on a sliding scale, and it is promised that any order, delivery of which is not made within sixty days of receipt at the factory, may be cancelled, but that the amount involved will be credited on the "Christmas present," just as though the goods had been shipped and billed.

C. D. Heller in Chicago Printing Company

Charles D. Heller, formerly advertising manager of Marshall Field & Company, has become a partner in the Rathbun-Grant Printing Company, Chicago.

The Paragrafer Says:

THE trouble with so many New Year Resolutions is that they are written on the wrong kind of paper. If you really want them to endure—write them on

Temple Bond

An Excellent Writing Paper

Like your important correspondence they will then be matters of *permanent* record. And they will look so impressive that you yourself will take them seriously.



Ask us for samples. Your printer will quote you prices.

In the case of Temple Bond the argument of prohibitive price does not apply.

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

BIRMINGHAM

DETROIT

ATLANTA

BAY STATE DIVISION.....
SMITH-DIXON DIVISION.....

Boston
Baltimore

New York Office: Fifth Avenue Building
Chicago Office: People's Gas Building



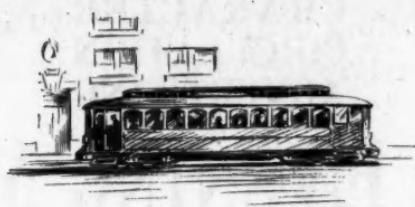
The Salesman Who Worked at Night

BUSINESS HISTORY is full of instances which prove that Success comes to the Salesmen who work harder than their competitors all day, and then keep at it after their rivals have "called it a day."

The products which have this kind of Salesmen TODAY will control the markets of TOMORROW.

Of all Salesmen, the Human Salesman is most important. But, working for Big Business today is that other great Modern Salesman—the Printed Advertisement.

Of all Printed Salesmen, Street Car Advertising is most nearly like the Human Salesman. The very same elements which rule the Success of the Human Salesman, dominate the success of this Street Car Salesman. The



Street Car Salesman works harder than his competitors all day long, and then keeps right at it after his rivals are "through for the day." He sees *more* customers (40,000,000 adult riders a day, not counting 9,000,000 transfers), sees them *more frequently*, and talks to them *longer at a time*. He is an ideal Salesman. He never nags; but is always right there to talk business when the prospect's mind is open for impressions. And if he doesn't make a sale the first time, he keeps at it day after day, until he does.

The very fact that Street Car Advertising works so nearly like the Human Salesman (only on an immensely vaster scale), is of especial interest Today when there is such a widespread tendency to parallel the methods of the Human Salesman in all Printed Salesmanship.

No Advertiser is too small, none too large, for Street Car Advertising. In the Street Cars each Advertiser has an equal chance to appeal to the readers of *all* mediums—at a lower cost than in *any other one* medium, per dollar invested.

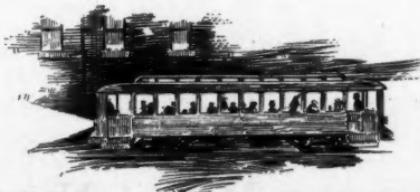
Is there some territory in which the *overwhelming force* of these Day and Night Salesmen should be helping you create sales, right now? Write for further information.

Street Railways Advertising Co.

CENTRAL OFFICE
Borland Bldg.
Chicago

HOME OFFICE
Candler Bldg.
New York

WESTERN OFFICE
Monadnock Bldg.
San Francisco



CHARACTER CIRCULATION ADVERTISING

THE EVENING MAIL OF NEW YORK

In 1916, *THE EVENING MAIL* was the marvel of advertising men. After trailing behind in the first four months of the year and showing a spurt in May, it *jumped into the lead* in June and held that position for five successive months.

This is regarded as the gamest fight ever made by a newspaper, and the fight was won—big. Readers of *THE EVENING MAIL* are intensely loyal to the paper and advertisers have always gotten results from it.

During the past year it seemed that the advertising efficiency of each copy of *THE EVENING MAIL* had doubled—so great were the increases in advertising.

Here Are Some of the Facts:

THE EVENING MAIL was second in volume of advertising gain among all the New York evening newspapers. It carried **4,949,645** lines—a gain of **432,885** lines over 1915.

THE EVENING MAIL gained **193,613** lines of Financial advertising in 1916. Only one other class paper excelled this record.

THE EVENING MAIL gained **178,965** lines of Dry Goods advertising in 1916. Only one other class paper exceeded this figure.

THE EVENING MAIL gained **171,038** lines of Foreign advertising in 1916.

THE EVENING MAIL gained in Food advertising, while another paper in its own class was losing; *THE EVENING MAIL* gained in Musical Instrument, Women's Specialty Shops, Amusements, Men's Furnishings, Furniture, and Classified Advertising.

THE EVENING MAIL has been able to do this because it is a strong, virile newspaper, printing the news furnished by the two greatest news agencies in the country—The Associated Press and United Press, and—

Because *THE EVENING MAIL* readers have been trained for years to read *THE EVENING MAIL* advertising—

THE EVENING MAIL has a greater purchasing power, per copy, than any other New York evening paper of the same or greater circulation.

THE EVENING MAIL - NEW YORK

Prominent Automobile Leaders Say Shows Are Not Substitute for Advertising

The Real Value of Business Shows

WELL, the New York Automobile Show is over. It was a great success, so say the exhibitors, but they also overwhelmingly agree that it does not take the place of regular advertising. This may surprise some manufacturers in other fields, who may have had an idea that if there was a big, annual national exposition of their line, or several of them as there are in the automobile business, that it would relieve the strain on their appropriations and enable them to accomplish the same or even greater results with less advertising. If any one has had that idea, let him disabuse himself of it without any further ado, because it is founded on a false hope.

Automobile men are emphatic in their declarations that the shows are a good thing for the industry, but they are even more emphatic in saying that to no extent or degree do the shows make it possible to cut down the amount of regular advertising. PRINTERS' INK is able to make this statement after its representatives have had interviews with nearly all of the ninety-seven automobile concerns and with many of the accessory people that exhibited at the New York show last week. The president, vice-president, sales manager, advertising manager, or some other important executive of many of the companies was seen, and a question something similar to this was put to him: "Do these shows impress the public with your product to an extent that enables you to get along with less advertising?"

Most of the replies to this question were not received at the show proper. Getting a busy executive to talk at the exhibition itself was about on a par with attempting to get a man who is

trying to escape from a burning building to tell a funny story. With thousands of people surging back and forth, with motors purring, plugs sparking, bumpers bumping, shock absorbers absorbing and with dozens of persons trying at once to shake the hand or claim the ear of the interviewee, he had little chance to say much about his advertising. PRINTERS' INK men soon found that the place to talk to the big executives of the industry was not at the show, but at their hotels. Here, like a group of generals in the hills back of the battlefield, they observed the show from the vantage-point of their top-story headquarters. Here they kept open house for any visitor who cared to call.

SHOW IS TERMED "STYLE FUNCTION"

"If we depended on the shows for our business," said one of the best-known advertising managers in the industry, "I am afraid that the automobile trade would still be in its swaddling clothes. As a matter of fact, no live, progressive manufacturer, and that includes nearly everybody in the business, regards the shows as any more than mere incidents in his promotional activities."

The president of another company, somewhat smaller than the one just referred to, replied to the question like this: "The show is a social and style function, and not an advertising medium. As such, it is a brilliant, interesting and successful affair. Of course it makes some sales, but only incidentally. The impressions the show makes are brief and fleeting and cannot be expected to take the place of advertising."

When the question was addressed to the official of one of the companies that does a large amount of advertising, he said:

"Meet me on the first mezzanine floor of the exposition building this afternoon and I'll be able to make my answer clearer." Having met at the appointed time he started in: "Look down on the first floor. What definite impression do you get from that vast crowd of people and from that riot of color and flash of steel?"

"The thought that impresses itself on me," replied the PRINTERS' INK representative, "is about the bigness and importance of the automobile industry and of the tremendous public interest in it."

"There," he replied, "you've answered your own question. Those words you've used, 'bigness,' 'importance,' and 'tremendous interest,' were made possible as applied to this business, because of advertising.

"In going through this show, do you get any clear-cut impressions about particular cars?"

"No," was the answer, "it is all a maze to me. Every new impression obliterates the last one."

"Exactly," interrupted the automobile man. "Now, read those signs hanging over the various exhibits—Packard, Cadillac, Chalmers, Saxon, Overland, Buick and all the rest that can be seen from where we stand. Think about those names for a minute. They bring a very precise and definite vision to your mind, don't they? Yes, of course, they do. Well, it is advertising that has invested those names with meaning and with the suggestion of something very fixed and certain in automobile construction.

"Now, look," he went on, "at those people down there examining particular cars. Some of them are talking to salesmen. Others are testing doors. A few are sizing up the height of the running boards. Some are asking about motors and some about other mechanical features. A few are more concerned about upholstery than horsepower. But group them all together and when they buy you will find that ninety-five out of a hundred were sold on the trade-mark and not on particular features of the individual car. After all is said, it is the trade-

mark or the name that eventually counts. And the value of that name can be built up and perpetuated only by advertising."

Another manufacturer expressed much the same thought when he said: "Many people like to go to food shows, but that does not make food advertising unnecessary. Whether it is automobiles or pickles, motorcycles or crackers, most people buy on the strength of the trade-mark."

EFFECT ON SALES IS LOCAL

The sales manager of one of the Ohio manufacturers introduced the PRINTERS' INK man to a dealer who came to the show all the way from Texas. This dealer said that the show is his annual outing. It is his trip to market to see what's doing and to talk with his fellows in the same line of business from all over the country. "The experience charges me with energy for the year's work," he said. When questioned about the advertising end of it, he stated: "What has that got to do with it? These shows do not help to create prospects for us down around Houston, Dallas or Fort Worth. It takes advertising to do that, and I certainly would not represent a manufacturer who was so foolish as to cut down on his advertising just because he participated in a few public shows."

R. T. Hodgkins, general sales manager of the Studebaker Corporation, said: "Exhibitions of this kind have no effect upon the volume of advertising of the several manufacturers except those who produce only a few hundred or thousand cars a year. The latter, at best, are small advertisers anyway. To them the shows are a great help in getting publicity for their product at a minimum cost. There is a brand-new car on exhibition at the Grand Central Palace that is attracting considerable attention. The people who made it have no factory and no facilities for the production of duplicates. If they can develop sufficient interest in the car here and in Chicago they will have no trouble in securing all the capital

The Leading Farm Weekly of the Southeast



Leads
them all

75,000
Circulation
Weekly



Orange Judd Co.,
New York, N. Y.

Gentlemen:
Included in an order for Engine advertising
placed today is 27 inches of space in Southern
Farming and 22 inches in American Agriculturist.
More space is being used in Southern Farming than
any other paper on the list. This is due to the very
satisfactory results we are receiving from the Sawmill
and Pea Huller ads now running.

It took you quite a while to get the writer to
try Southern Farming. It is unfortunate that he
wasn't converted sooner.

Yours very truly,
*J. D. Taggart, Esq.,
J. S. Klinefelter*

Direct to
"Dixie
land's"
best and
biggest
farms—
straight into
the homes of
the foremost
agriculturists of the New South—goes the
story of your goods when you use the adver-
tising columns of *Southern Farming*—
75,000 Circulation Weekly Guaranteed.

ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

Headquarters 315 Fourth Ave., New York

521-524 Forsyth Bldg., Atlanta, Ga.

Onida Bldg., 1518 Mich. Blvd. Bldg., Chicago
Minneapolis, Minn. Myrick Bldg., Springfield, Mass.



Try It Out In Nebraska

"One fact is worth noting," said a New York advertising counsellor, following a recent tour of Nebraska, "and that is Nebraska spends more for education than any other state. If you're introducing goods, this means something."

"The state university lends much practical assistance in helping the individual and plays an important part in the development of resources. This obviously is of great aid to all manufacturers through the inculcation of modern ideas, the recommendation and habit of using the latest improved machinery and devices, etc. There will never be any backwardness on the part of Nebraskans in taking up new products."

"They are prosperous, educated, progressive people and they are making more money each year than the year before.

"If this doesn't make the very best kind of market in which to sell goods, what does?"

"Nebraska should serve splendidly as a try-out state for a new campaign."

You Can Reach Practically All Nebraska Buyers Through These Publications:

Omaha World-Herald, Omaha Bee, Twentieth Century Farmer, Omaha; Nebraska Farmer, Lincoln; Lincoln Daily Star; Norfolk Daily News; Omaha Daily Tribune (German); Hospodar, Omaha; Hastings Tribune; Fremont Tribune; Grand Island Independent; Kearney Times; Nebraska Farm Journal, Omaha; Nebraska City News; Columbus Telegram.

needed for erecting a plant. The owners will probably be able to sell at the shows all the cars they can have built for them by other manufacturers. As soon as they are in a position to turn out 5,000 or 10,000 cars a year they will have to do extensive advertising to secure proper distribution of their cars.

"As for the big automobile producers, exhibitions can never, even in the slightest degree, take the place of intelligent advertising. They are valuable for drawing crowds to one place where the cars can be shown to advantage. They serve to visualize the car and make a large number of people familiar with its appearance and its more important characteristics.

"If, for any reason, we should cut down our advertising to a considerable extent there would be an immediate protest from our sales force. They appreciate so much the prestige that advertising gives a car that the best salesmen will not work for a company that does not use it. Advertising is just as important in selling automobiles as gasoline is in making them go. If there were a dozen national automobile shows a year they would not shrink our advertising appropriation a single dollar. We are going to invest as much as, and probably more, in advertising this year than last."

H. B. Harper, sales manager of the Willys-Overland Company, reiterated much of what has already been quoted. "If we had to depend upon the exhibitions to sell our cars we would soon go out of business," he said. "Their special merit, it appears to me, is that they give dealers and the public in general a chance to compare the merits of the various models at a place where they can all be seen together."

HOW HUDSON REGARDS SHOWS

"There are many of the older manufacturers," said O. H. McCornack, sales manager of the Hudson Motor Car Co., "who would be glad if no more exhibitions were held, as they entail a large expense and it is a ques-

tion whether the results achieved by them are commensurate with their cost.

"When the first automobile shows were held they were intended solely to bring the dealers together in one or two cities where it would be possible for the manufacturers to get in touch with them easily and quickly and induce them to take selling agencies for their cars. Probably the exhibitions of to-day serve the same purpose for the new companies. The older concerns, having perfected their sales organizations, are not looking for new dealers or agents, and are not, therefore, interested in this feature. To them the chief value of the shows is that they serve as meeting places for both manufacturers and distributors. The small-town dealer has a chance to study the cars made by rival companies and to catch some of the enthusiasm to be derived by contact with the factory representatives of the cars he is selling.

"But when it comes to selling the cars—getting them into the hands of purchasers, the manufacturers must still depend upon advertising, as only a few are ever sold at the exhibitions. Our appropriation for advertising the past year was in the neighborhood of half a million dollars, but we did not invest it all because there was no need of it. Our productive capacity last year was 25,000 cars. We could have sold almost as many more if we could have delivered them. While we do not contemplate enlarging our plant this year we hope by effecting various economical improvements to increase our output to 30,000 cars.

"I do not consider it a good policy to shut down advertising simply because the demand for our cars exceeds the supply. We want the public to know that we are still in business."

SHOWS REALLY INCREASE ADVERTISING

Much the same thought as to the convention value of the shows was brought out by T. J. Toner, director of sales of the Maxwell

Motor Co.: "These exhibitions place us in direct contact with the makers of motors, tires and automobile accessories of various kinds. The officers of our company are here ready to meet the dealers and furnish them with any information they may desire. It is this get-together idea that appeals to me as it does to hundreds of others. It isn't the number of cars we sell at the show that counts, although at last year's exhibition we disposed of thirty-six."

"One thing is certain and that is that they do not lessen the need of advertising, but rather have a tendency to increase it. The New York newspapers have been crowded the past week with the announcements of the various automobile companies. This advertising—the most of it, at least—would never have been printed had it not been for the exhibition. One paper, I am told, carried 56,000 lines of such advertising in its automobile number on January 7th."

SHOWS TEMPORARILY LOCALIZE ADVERTISING

"One effect of these automobile shows is to concentrate the manufacturer's advertising upon the district in which they are held instead of spreading it out over an extended territory where it would probably produce quicker results," is the opinion of L. D. Stubbs, director of sales of the Premier Motor Co.

"We have invested about \$10,000 in advertising in the New York newspapers during the week of the show to arouse public interest in our exhibit. The car we are marketing is a new model and we want people to come to see it. Ordinarily the amount of money we have appropriated for advertising in this city would have been spent in a larger territory, but it would not have accomplished the result aimed at here. That our advertising has been effective is apparent to any one who visits the show. The crowds that surround the Premier exhibit are drawn to it by the announcements

they have seen in the newspapers."

The opinions of the dozens of men interviewed run in about the same current. If in the early days shows were held to take the place of advertising, that is certainly not their purpose to-day. All seem to be agreed that while many benefits are derived from the exhibitions the industry could *not* dispense with advertising. It is the great driving force that has built up the mammoth business. It is the same force that will sustain it.

The automobile show as a great meeting place where consumers, dealers and manufacturers can exchange ideas is beneficial. This acquaintanceship is helping to bring about a better understanding of one another and thus to build a sounder base for a tremendous industry.

May Not Use Term "Savings Department"

National banks located in New York State will not be permitted to advertise their "savings departments," according to a recent ruling of the State Attorney-General.

In handing down his decision the Attorney-General said:

"We cannot deny the right of national banks to receive deposits in the form of 'savings accounts,' but we feel quite certain that the language employed in the Federal Reserve act with reference to savings deposits does not empower such banks to do a 'savings bank business' as that business has come to be generally understood throughout the country; and therefore we are of the opinion that the State banking law is still operative against the use of the word 'savings' by any bank other than a savings bank."

"The words 'savings bank' have come to have a special meaning to small savers as denoting an increased protection of their deposits, and they would be deceived by its use by other banks. As the Congress did not, we believe, intend to authorize a national bank to do business as a 'savings bank,' so it did not intend to interfere with any safeguards for the small depositor which the State may have devised to protect him."

Trade-Mark His Epitaph

C. P. Moss, a wealthy manufacturer of tabasco sauce, of New Iberia, La., died the other day. He left a written request that the trade-mark of his firm be prominently placed on his tomb-stone.

YOUR COPY ON REQUEST



THE FARMER'S 1917 report on the automobiles of Minnesota is ready for distribution.

With the increasing importance of the automobile industry in the Northwest, and the tremendously increased volume of automobile sales to farmers, THE FARMER'S annual census has assumed an institutional character.

IT is filed as a part of the permanent records of the state by the Minnesota State Historical Society.

It is kept on file as a reference work in the city libraries, both of St. Paul and Minneapolis.

It is eagerly sought after by the advertising and sales departments of all automobile, tire, and accessory manufacturers in America.

It is kept on file for reference by the greater portion of the advertising men who are in any way interested in merchandising to farmers.

It is of supreme interest to every man in America, whose product is marketed to farmers, or is suited to farmer's needs.

It shows that nearly 63,000 farmers in Minnesota now own automobiles; that more than fifty-four per cent of all the cars in the state are owned by farmers.

ACOPY will be sent by return mail to any business man who requests it on his own or firm's letterhead

THE FARMER

A Journal of Agriculture

ST. PAUL, MINN.
Webb Publishing Company
Publishers

Geo. W. Herbert, Inc.
Western Representatives
1341 Conway Building, Chicago

Wallace C. Richardson, Inc.
Eastern Representatives
381 Fourth Avenue, New York City

Member Audit Bureau of Circulations

140,000 Circulation Guaranteed

THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.
BULLETIN BUILDING
PHILADELPHIA



LEH

January 2nd, 1917.

Mr. J.A. Martin,
 Advertising Manager,
 The Progressive Farmer,
 Birmingham, Ala.

Dear Mr. Martin:

About this time last year you issued a little pamphlet setting forth the editorial program of the Progressive Farmer for 1916. This little pamphlet was of material help to us in working up the plans for our clients as it showed us the best time of the year to schedule the advertising.

When we found from this pamphlet that your Clover and Vetch Special was to be issued August 5th, we scheduled for that issue a full page for the H.K. Mulford Company on their Cultures.

Now that a new year is starting off, we would like to have your 1917 editorial program as far in advance as you can give it to us, so we can arrange the schedules for our clients accordingly.

Yours very truly,

THE RICHARD A. FOLEY
 ADVERTISING AGENCY, INC.

LEH:M

CLARENCE F. HARRIS

TOM BUTLER, VICE PRESIDENT

JOHN C. PEACOCK, SECRETARY & TREASURER

J. L. MORSE, Manager, Europe.

ESTABLISHED 1886
THE PROGRESSIVE FARMER

PUBLISHED WEEKLY

50¢ PER YEAR

THE PROGRESSIVE FARMER CO. PUBLISHERS

"YOU CAN GET A FARMER'S MIND
BY READING THE FARMER'S MONEY"

Birmingham, Alabama.

ADVERTISING DEPARTMENT
J. A. MARTIN
ADVERTISING MANAGER

Mr. Lee E. Hood,
 The Richard A. Foley Adv. Agency Inc.,
 Bulletin Building, Philadelphia, Pa.

Birmingham, Ala., January 9th, 1917.

My dear Mr. Hood:-

RE: EDITORIAL PROGRAM FOR 1917.

You can't half appreciate how happy your letter of January 2nd made me. It shows that you and Mr. Foley realize that there is more to buying space than simply making up an "estimate" and then "shooting out copy and schedules" at random.

High-class farm papers like The Progressive Farmer are not "edited" (?) with a paste-pot and a pair of shears. It takes "brains" to make such a paper just as it takes brains to run a high-class agency like yours or a great business like H.K. Malford's... .

I am sending you a copy of our issue of January 6th, 1917, marking an editorial on page 14. From that and the following list of "Specials", you can get a very good idea of our plans for the current year.

Jan. 6 - Poultry & Bees.	Jul. 14 - Marketing & Cooperation.
Jan. 27 - Gardens & Orchards.	Jul. 28 - Clover.
Feb. 3 - Implements & Machinery.	Aug. 18 - Wheat, Oats & Rye.
Feb. 17 - Reference Special.	Sep. 15 - Farm Management.
Mch. 10 - Homes & Buildings.	Oct. 20 - Drainage.
Mch. 31 - Woman's Number.	Nov. 17 - Hogs, Sheep & Horses.
Apr. 21 - Dairy & Beef Cattle.	Dec. 22 - Social Life & Recreation.

I wish more of the agencies and advertisers would permit us to help them. We do not profess to "know it all", but it stands to reason that we know more about Southern farming than most of them know and we could prevent mistakes now and then.

Our "Reference Special" of February 17th will be a wonder. Page 2, Page 5, Inside Back Cover, and the Back Cover, are all sold -- and sold, if you please, to advertisers who have heretofore never used anything but small copy in our paper.

Assuring you that we are on tip toes to serve you, your Company and your clients, I am,

Yours very truly,
 THE PROGRESSIVE FARMER

By *J. A. Martin*
 Advertising Manager.



JAM/mep

P.S. - We surely were glad to welcome "Velvet Joe" back. He says: "Thar's two places whar you can always find contentment -- in a dictionary and in a pipe o' Velvet". That's true and it's equally true that there is only one place in the South where there are "No fakes for man or beast or fowl" -- that's in The Progressive Farmer!!



You and Your Printer

As soon as you decide to use Hammermill Bond for all your business stationery and office forms, you and your printer will really begin to co-operate.

You will know that you are getting paper of a definite standard of quality, for every sheet of Hammermill Bond can be identified by a watermark which is the maker's word of honor to the public.

Your printer knows the advantages in the way of better service, better printing, that come from standardizing on one grade of paper—Hammermill Bond—for all your form-letters and business stationery; office, inter-office and branch office forms. It has business-like appearance and its use means business-like economy.

HAMMERMILL BOND

The Utility Business Paper

is made in 12 colors and white, in all standard weights and 3 finishes—Bond, Ripple and Linen.

Send now for our free portfolio—The Signal System—which shows you how you can standardize your office forms.

HAMMERMILL PAPER COMPANY
Erie, Pennsylvania

Advertising of Gambling Devices May Come Under Postal Ban

"Rider" on Post-Office Appropriation Bill Seems to Spell the Doom of a Flourishing Industry Whose Promotion Has Been Unchecked

Special Washington Correspondence

AFTER years of procrastination Congress appears to be on the verge of taking the step that will strangle the advertising of cheating gambling devices, lottery paraphernalia and the like. Evidently some publications which have specialized in featuring advertising of this character are going to be hard hit.

That, with all our laws to prevent fraudulent use of the mails, Congress should, at this late day, have to take action against such a corruptive type of advertising illustrates what gaps may long remain unfilled in any system of legal "wire entanglements" reared against harmful publicity.

It is a peculiar situation that has existed with reference to the advertising and distribution of "unfair appliances" such as marked playing cards and loaded dice, and with respect to lottery specialties such as "raffle cards," "punch boards," and the like. The law, in all its majesty has been readily invokable against the use of such devices or equipment, but there has been nothing on the statute-books to prevent the advertising and sale of such merchandise through the medium of the United States mails. All the machinery of distribution has been open to purveyors of such merchandise. It has been only when the apparatus was set up and in operation that the law could step in—and, at that stage it is, of course, no concern of the Post-Office Department because the storekeeper, whose scruples will allow him to operate as a side line one of these drawing or prize schemes, seldom undertakes to advertise his enterprise in the mails.

That the Post-Office Department has, up to date, been helpless in curbing what is generally regarded as a vicious class of ad-

vertising has not been merely taken for granted. Some five years ago the Department undertook a test case against Eugene M. Stockton, operating under the name of Hunt & Company, at Chicago, who was charged with selling such fraudulent commodities through the mails. Stockton was convicted in the United States District Court, at Chicago, and sentenced to serve three years in the Federal penitentiary, but the United States Circuit Court of Appeals reversed the judgment, and held, in substance, that marked cards and loaded dice, although gambling devices, are nevertheless lawful articles of commerce, and that nothing could be done with advertisers of such wares unless the Federal statutes be further expanded.

To have the statutes "expanded" as suggested has ever since been the aim of the Solicitor and other officials of the Post-Office Department, but such prosecutions came to an abrupt end with the collapse of the case in Chicago. However, it was not until this year that the Post-Office Committee of the House of Representatives was finally induced to put forward the needed amendments, as "riders," on the Post-Office appropriation bill—the surest means of getting through such legislation.

FAKES ON THE BORDER LINE

By no means all of the merchandise that will be barred from the mails under the extension of the scope of the law is so palpably fraudulent as marked playing cards and loaded dice. Less frankly "fakes," but no less objectionable to the Post-Office officials, are numerous lottery novelties, designed to encourage the patronage of children. For example, there are the "prize packages" of candy with which we are

all familiar—boxes of wrapped candy which are placed on sale with the inducement that a certain proportion of the packages contain cash prizes in the form of coins ranging in denomination from one cent to twenty-five cents.

Prize drawings open to the participation of purchasers of cigars and the enclosure, under certain circumstances, of prizes in packages of cigarettes constitute other forms of lotteries which the Department would exclude from the mails, along with all advertising matter designed to stimulate the sale of such wares. So, too, would rein be drawn on the various forms of "boards" which bear as the means for a game of chance, an array of words or numbers, each hidden under a seal. As the "board" is usually utilized, each patron of the store where it is set up who makes purchases above an announced minimum tears off one of the small seals and comes into possession of the disclosed name or number. When all these candidates have been "drawn," the large seal in the center of the board is broken, and there is discovered the name or number which entitles to a "grand prize" the individual who obtained the corresponding name or number under his small seal.

It is foreseen that if the new legislation is adopted, as projected, there may be some confusion as to the exact scope of the prohibitions, just as there have been during recent years a number of conflicts of opinion between business men on the one hand and postal officials on the other hand, as to what is permissible under the present laws governing prize contests and guessing contests. Certainly, it will be strange if there be not uncertainty as to just how far the new laws would interfere with the machinery of the gift enterprises that have been conducted in connection with the distribution of cigarettes. It is a foregone conclusion, too, that some advertisers of devices that the Department regards as fraudulent would set up the plea that

their specialties are sold for the use of so-called magicians in conducting exhibitions, it being well recognized that there is a legitimate trade in "trick" apparatus and sleight-of-hand paraphernalia.

Slot machines are probably the most widely advertised single class of commodities that will be affected when the Criminal Code is revised to block the advertising of lottery paraphernalia. It is not sought to intimate, of course, that the new laws will interfere with the advertisement and sales of the wide range of legitimate slot machines such as many of those employed for the mechanical vending of candy, postage stamps, etc. However, in drawing up the proposed amendments the legal lights of the Post-Office Department are confessedly aiming at all slot machines the operation of which involves a gambling element. Taboo will be the slot machines which return the coin deposited in the machine (or maybe a larger sum) if the wheel, arrow or other indicator stops at a certain point, and the broadened law would also probably put a crimp in the advertising and sale of the various styles of weighing machines which are claimed to return the coin deposited by any person who is successful in guessing his or her exact weight.

PRIZE CONTESTS THAT ARE FROWNS UPON

That the lack of punch which has characterized the postal lottery laws and which it is now planned to remedy has been indirectly responsible for a plague of near-objective prize contests is the theory of most of the officials having jurisdiction over such matters at the Post-Office Department. It is realized that the paraphernalia for a guessing contest, be it a jar of beans or something more elaborate, is seldom, if ever, transported or advertised in the mails, but it is felt that the loopholes in the lottery laws have encouraged guessing contests such as flourished conspicuously during the recent national political campaign.

COTTRELL

Multicolor Rotary Press and Process

This is No. 1 of a series of pages to tell the story of

A Revolution In Color Printing

It will interest advertisers who use printed matter in large editions, to know that the difficulties and limitations of process color printing, as heretofore produced, have been overcome. The story will be told in several chapters, as follows:

- No. 2—Perfect Register on Every Sheet.
- No. 3—Exact Reproduction of Originals.
- No. 4—Quality Sustained through the Edition.
- No. 5—No Waste of Paper.
- No. 6—Quicker Delivery to the Mails.
- No. 7—A Quality of Color Heretofore Impossible.

This revolution we are to describe is not a new and untried thing—not a dream of the distant perhaps. These COTTRELL machines and methods have been in successful use for several years—as witness the truly marvelous color printing in the *Ladies' Home Journal* and elsewhere.

Not until now has the COTTRELL MULTICOLOR ROTARY PRESS and PROCESS been available for commercial use. Today this beautiful color printing is at the service of any advertiser who buys in large editions, and (best of all) at *no extra cost* above ordinary work.

Follow the story next week.

C. B. COTTRELL & SONS CO.
Printing Press Manufacturers
25 East 26th Street, New York

**We do no printing—we build machinery for
printers' use**

The MESSAGE before the Messenger

WORTH CARD

Sherley Hunter

Good Copy

114 East Thirteenth Street, New York
Telephone Stuyvesant 1197

A SERVICE for advertisers, small or large, who seek careful, sincere work in the creation of good advertising messages well presented. In many instances this service will prove of benefit in complement with the service of the client's advertising agent.

Sherley Hunter does not place advertising or plan merchandising, although familiar with these functions. And all bills for expenses in the execution of copy—such as art, engraving, printing, etc.—are made direct to the client.

Retainer Basis

A reasonable and equitable arrangement can be made with two or three advertisers where a sufficient test has satisfied both parties of the advantageous possibilities.

ADVERTISEMENTS

Newspaper or Magazine:

Page, \$75; $\frac{1}{2}$ -page, \$37.50; $\frac{1}{4}$ -page, \$18.75

LETTERS: One letter, \$10; series of three, \$25; series of six, \$45; series of twelve, \$85

PRINTED MATTER

A flat rate of *three* cents a word and ten per cent additional on the total number of words of the manuscript for layout and directing execution for all forms of printed matter, house organs, folders, booklets, etc.

Arrangements can be made for the preparation of window display cards, posters, paper and painted billboard designs, labels, electric signs and all forms of advertising copy and designs. Also typographical designs.

That the Department continues to deplore the recourse of some newspapers and magazines to such circulation-building schemes that are barely within the pale of the law is eloquently indicated by the statement of Judge W. H. Lamar, on the report that he recently submitted to the Postmaster-General. Says the Solicitor for the Post-Office Department, on this score:

"Some publishers of newspapers and periodicals continue to rely upon different forms of prize offers for increasing their subscription lists, and complaints against the unfair manner in which the alleged contests are conducted are numerous. The schemes are generally devised by promoters engaged in that special line of business, who sell their plans and service to the papers and usually furnish men to conduct the campaigns, the publishers themselves having little or nothing to do with their actual operation beyond publishing the matter upon their responsibility and paying for the subscriptions so procured.

CIRCULATION-BUILDING SCHEMES NOT NOW IN VOGUE

"As a result, no doubt, of the activity of the Department in vigorously enforcing the law, many of the higher-class publications are abandoning such means of obtaining subscriptions, and it is believed that eventually the reading public will be relieved from such impositions through a realization by practically all legitimate publishers that such questionable and unsound methods of business, causing only temporary and superficial prosperity to them, are, in the end, more detrimental than beneficial, for the reason that the great majority of those seeking the prizes receive nothing whatever for their time and money, and their dissatisfaction is bound to react injuriously upon the business of the publisher."

With added authority from Congress to regulate advertising, the Post-Office Department would rely upon its favorite weapon, the fraud order, to check the exploitation, sale and delivery of lottery

equipment and the devices designed to give the possessors an unfair advantage over the unsuspecting. On the one hand, the advertising matter whether appearing in the pages of periodicals or put out in circular form would be refused as unavailable at post-offices where it was offered for mailing, and on the other hand, fraud orders would forbid the delivery of mail and the payment of money orders to any person or concern engaged in the advertisement or sale of the offending classes of merchandise.

Fraud orders, by the way, are proving so satisfactory a means of curbing fraudulent advertising and deceptive mail-order merchandising in general that Judge Lamar predicts that the force of public opinion will never again admit of the abandonment of this effective weapon. This past year the number of fraud orders issued jumped to seventy-eight, as compared with fifty-seven issued in 1915, and forty-five in 1914, and there will undoubtedly be an even greater increase in 1917 if this big stick can be wielded against the advertisers of lottery "ammunition," etc. Not the least of the blessings that are expected to result when the Postmaster-General is given tighter rein on the class of advertisers above mentioned, is a curtailment of the advertising and operations of a large number of self-styled hypnotists, spiritualists, "second-sight" artists, etc., who have not only traveled about the country giving "exhibitions" of decidedly doubtful interest or value, but have also sold through the mails "instruction courses" in hypnotism, palmistry, etc., together with various articles of equipment or "complete outfits" for the use of the students of the "correspondence schools."

Sears-Roebuck Gains 30 Per Cent

For the calendar year 1916 gross sales of Sears, Roebuck & Co. were \$146,838,507, a gain of \$34,172,782, or 30.33 per cent over 1915. December sales totaled \$18,239,210, a gain of \$5,129,423, or 39.12 per cent.

Is Advertising Converting This Jobber Against His Will?

Big Concern Tries a "Splurge" and the Results Influence It to Take Larger Space

REID, MURDOCH & COMPANY, of Chicago, among the largest wholesale grocers in the country, who have been accused of opposing consumer-advertising, have evidently found that advertising pays. The company used large newspaper space a year ago to advertise its Monarch brand coffee. Results were satisfactory, so this year the annual advertisement was repeated in space three times as large. The story of how this dyed-in-the-wool anti-advertiser reversed itself was told to PRINTERS' INK by one of the officials of the company.

A year ago it seems that Reid, Murdoch & Company changed their cartage service from teams to electric automobile trucks. The truck salesman who secured the contract knew from frequent calls that the company was concentrating selling effort on Monarch brand coffee. A large number of orders were booked and the largest retail shipment of coffee in the company's history was about to be made. As the occa-

sion was a gratifying one for the grocery house, the truck salesman persuaded it to make capital out of the event by linking up the shipments with the installation and use of electric trucks. A procession of twenty truckloads of coffee was arranged. The local lighting and power company joined hands with the grocery house by lending its brass band. The salesman scented an opportunity for valuable truck publicity. He argued that the affair was a testimonial for Monarch coffee and that Reid, Murdoch & Company should tell the public about it. If the grocery house was agreeable, the truck company would share the cost of an advertisement, provided the new trucks were featured.

It was agreed to use a full page in a single newspaper. The advertisement announced that one-day shipments of twenty carloads, or approximately 600,000 pounds, of Monarch coffee were made to the 1,800 retail dealers through the country whose names were listed in the advertisement.

NAME OF NUMEROUS DEALERS FEATURED AS IN ABOVE NEWSPAPER SPREAD

What Is the Best Known Advertised Article In the Home?

According to "Hoard's Dairyman," it is "1847 ROGERS BROS." Silverware.

This fact came to light in a recent survey made by "Hoard's Dairyman" among its subscribers in which the standing of 118 nationally advertised products was investigated.

This survey credits "1847 ROGERS BROS." with having not only more than three and one-half times as many users as all other brands of silver plate in the list combined, but also figures that it is used by over 80% of that paper's readers. This percentage is higher than credited to any other of the 118 advertised articles covered by the survey.

When you realize that "1847 ROGERS BROS." is the original silver plate and that it has stood the test of actual service for seventy years—1847-1917—it is not hard to understand why its merits are so universally recognized.

Sold by leading dealers

We should be glad to forward
"Catalogue A" upon request

INTERNATIONAL SILVER COMPANY
Meriden, Conn.

The wholesale house was surprised by what happened. The spectacular setting of the campaign spurred the salesmen to great efforts.

The 1,000,000-pound mark established at the first of the year was over-reached. The truck salesman was, incidentally, selling the company more trucks. In close touch with the increasing coffee sales, he observed further opportunity for sharing advertising honors with the grocery house, and succeeded in arranging another campaign.

This year the company felt encouraged to use space in proportion to the increase in the sales. Where one page had been used previously, three pages were now used. The advertising announced that on a single day the company made shipments of 1,182,886 pounds, or sixty carloads, of Monarch brand coffee. A two-page spread was devoted to listing 2,800 dealers from Birmingham to Winnipeg to whom shipments were made. The size of the shipment was visualized by an illustration of the sixty cars necessary to transport the shipments. Another page in the same issue was given over to listing 500 local dealers and a drawing of the fifty-one automobile trucks used in delivery.

An official of the company, in discussing the company's attitude toward advertising, said: "Reid, Murdoch & Company have seen dozens of manufacturers build up big businesses through advertising, but our policy is fundamentally opposed to it. As you know, we believe in putting the money in the goods or sharing it among our dealers and the consumer.

"The campaign expresses our attitude toward keeping the sales of coffee among the retail grocers. Too much coffee business has gone over to the mail-order houses and chain-stores. The dealer is not losing his coffee business—he has already lost it. We regard the campaign and our selling efforts as one of the biggest strokes ever made to concentrate coffee sales on the retail grocer."

In discussing how the company explained the cost of the advertising to the retail grocer who had been informed that "the quality advertises the goods," the official explained that "a liberal share of the cost of the campaign was borne by the truck manufacturer."

A buyer for a big department store which advertised the product over its name attributed the success of the campaign to the fact that "the manufacturer saw an opportunity for the right product at the right time—and then advertised it."

Advertising and the High Cost of Living

MAHIN ADVERTISING COMPANY
CHICAGO, Dec. 30, 1916.

Editor of PRINTERS' INK:

I have just finished a second reading of the editorial from *PRINTERS' INK* of December 14th, "Will the Advertising Business Be Caught Napping?" I agree with you that the advertising fraternity should lose no time in preparing to meet any and all charges that may be made against advertising as a business in the course of the Federal Government's investigation of the high cost of living.

You may be assured that this company, that I personally, and that the advertising clubs and associations with which I have any influence will be on the alert to prevent any unfair action in this matter and to see that advertising shall have a fair representation in such investigations as may be undertaken.

I am going to take it upon myself to be on the lookout for such material as *PRINTERS' INK* requires. Undoubtedly, the agents could be much more helpful than they are to you in furnishing good stories. Also, as you say, they could and should get information of a character that ought to be placed upon the records now for the consideration of congressmen who think that advertising is charged up to the ultimate buyer.

Every advertising man must acknowledge that *PRINTERS' INK* is rendering him an invaluable service for which in too many cases no return is made. Such co-operation as the Mahin Advertising Company can give you will be at your disposal. When I discover a situation that would provide a valuable story for you and for advertising in general, I am going to see that it is called to your attention. Other members of this organization will be asked to join me in this effort to be of assistance in building up advertising and fortifying it against such attacks as are continually being made by people who are misinformed or unduly prejudiced against the business in general.

My shoulder is at the wheel.

W.M. H. RANKIN,
President.

Fifty-eight per clock-tick

Every time the clock ticks, fifty-eight Fatimas are lighted somewhere in the United States. No other high-grade cigarette has so many unchanging, unswerving friends.

This shows that men *do* appreciate cigarette-comfort.

For Fatimas are comfortable. Not only comfortable *while* you smoke, but more than that, comfortable *after* you smoke—even though you may smoke the whole day through.

Get Fatimas and learn what cigarette-comfort means.

Liggett & Myers Tobacco Co.

FATIMA

20 for
15¢



A
Sensible
Cigarette

Ten Reasons Why You Should Advertise In **PHYSICAL CULTURE**

Reason No. 1 Every copy circulated represents an interested reader. It is subscribed for only by people who recognize a need for the information which it contains; information they can get from no other periodical.

Reason No. 2 The editorial policy is concerned solely with the building of healthier men and women. People buy PHYSICAL CULTURE for their health's sake. A stronger editorial appeal is not to be found and the strength of any periodical as an advertising medium is in exact proportion to the power of its editorial appeal.

Reason No. 3 PHYSICAL CULTURE teaches how to maintain a healthy home. It is an influential factor in family life. It is a counselor-to and confidant-of father, mother, son and daughter.

Reason No. 4 Reader-confidence is to-day considered the most important factor in successful advertising. PHYSICAL CULTURE'S readers believe in the principles for which it is striving. Furthermore, they apply these principles in their daily lives. Here is reader-confidence—plus.

Reason No. 5 The volume of advertising carried has more than doubled during the past eight years. The current issue contains the advertisements of 168 firms, aggregating 15,680 lines (70 pages) of space.

Reason No. 6 The advertisers using PHYSICAL CULTURE average eight insertions per year. We doubt if any magazine anywhere can show a higher average.

Reason No. 7 Our readers tell us they regard PHYSICAL CULTURE as the most important and most interesting periodical on their reading list—the one they could least afford to do without.

Reason No. 8 Ninety per cent of the advertisements in PHYSICAL CULTURE are keyed. They must prove themselves. They do. If they didn't we couldn't have gained 120% in advertising in eight years.

Reason No. 9 Class of readers. To enjoy reading PHYSICAL CULTURE, one must possess intelligence and a fair education. Education and intelligence represent earning capacity and purchasing power. PHYSICAL CULTURE'S readers, as a class, have the wherewithal to gratify their desires.

Reason No. 10 PHYSICAL CULTURE can bring to you the good-will of its 100,000 readers. How much value do you place on the good-will of 100,000 families?

The March number goes to press
February first.

PHYSICAL CULTURE PUBLISHING CO.
FLATIRON BUILDING NEW YORK CITY, N. Y.

Member of Audit Bureau of Circulations

FARM NEWS

PUBLISHED MONTHLY BY
THE SIMMONS PUBLISHING COMPANY
MATTHEW C YOUNG, PRESIDENT.

SPRINGFIELD, OHIO.

January 18, 1917.

TO ADVERTISERS:

When a farm paper like FARM NEWS has been going regularly to the farmer for thirty-seven years, making gains, improving and progressing all the while, it is surely worth your careful consideration, because it is established, has a reputation, character and standing among its readers!

It carries only the best class of advertising. Our subscribers know that every advertisement in the paper has behind it our personal guarantee for square dealing.

The very best contributors obtainable by any paper write for its columns. Its editor is a practical farmer, - knows little of city ways, but much of the ways of country people, their habits, needs and usages. He knows how to talk to them, where their sympathies are, and how to make them see the bigger, broader modern methods and means.

The three hundred fifty thousand farmers, who subscribe and pay for the paper form a most interesting and formidable list of customers for your product - a following that you should not ignore or overlook.

The next issue is that of February, - the best month of the year in which to advertise to the farmer. Circulation guaranteed, advertisements guaranteed, editorial matter guaranteed -- what better medium could you desire? If you give FARM NEWS a trial, you will be convinced. It is paying advertisers in fine shape. Can we be of service to you? Can we help you in any way? That's our business, and we like it.

Very truly yours,
SIMMONS PUBLISHING COMPANY,
Publishers of FARM NEWS.

New Light on the Small Store Versus the Big Store

Edward A. Filene and Other Authorities Show Wherein Small Stores Have the Advantage

FIGURING retail sales on the basis of the floor space occupied in the selling is a business habit of Edward A. Filene, president of the firm of Wm. Filene Sons & Co. of Boston. This practice is customary in most department stores, but possibly Mr. Filene has carried it further than some others. It has led him to conclude that the point has not yet been reached where the big store can do business as efficiently or as economically as the best of the small stores.

"When I was a boy," says Mr. Filene, "we had a store in Lynn, Mass. I found that we were busy Monday afternoon and evening and Saturday afternoon and evening, and the rest of the time we just jogged along. We could have done all the business of that store in two days a week instead of six." Added to this worry of lost motion or no motion at all was the fact that customers were constantly playing that store against the competition of the stores of Boston—located within striking distance. So the Filenes went to Boston and started a small store, a store that was to grow into the largest specialty store of its kind in the world.

Filene's volume of business in the year 1916 went away above the \$10,000,000 mark, but its controlling spirit is forced to the conclusion, from his system of reckoning, that his house is not doing as well, proportionately, as in the old days. Let this student from the inside of twentieth-century distribution state his own case. "In our first store," he relates, "which was very small, we sold on an average, when it was developed, over \$100 per square foot of space occupied; really, it was nearer \$120 per square foot, as I now remember it.

"In our present store which is a one-block front and which has

the reputation of not being a slow store, we do not sell over \$50 per square foot, and yet it is the same group of men, with added experience, that is running the store. It shows clearly that we have not yet developed that machine which is nearly the best retail store in the country—that it is simply a machine for distribution, but we have not yet developed it to anywhere near the effectiveness in the use of space which we had in the small store where we first started."

These facts and others equally significant Mr. Filene has recently placed before the House of Representatives Committee on Interstate and Foreign Commerce which has the Stephens bill under consideration.

BIG PLANTS NOT BUSY ENOUGH

In his testimony the fact stands out that Filene's is now near the goal of a million dollars a month in spite of its restricted line as compared with the average department store. Indeed handling only articles of wear for men, women and children, it has less than ten of the departments that go to make up the modern department store. Reflecting on what his firm is accomplishing in one corner of the field Mr. Filene says: "That shows, does it not, that the department store is not yet developed to its proper amount of business in each department; that it is a too costly machine because it only works inefficiently and only works part of the time?"

Pressed to particularize with respect to this latter point he added: "The big stores are not properly busy and do not use their plants properly much more than half the time; at the most not two-thirds of the time."

It is the Filene basement store, however, of the policies and practice of which readers of PRINTERS'

INK have had more or less information, that is chiefly relied upon to prove his case. "In our basement store," submits Mr. Filene, "we turn our stock twenty to twenty-four times a year. The average store turns its stock five or six times."

The system of successive markdowns or progressive reductions which forms the heart and soul of the Filene basement system incited only suspicion at first, Mr. Filene recalls. When the purchasing public was told that the price would be cut 25 per cent on an article that had been in the basement for twelve days, 50 per cent on anything that "stuck" for eighteen days, 75 per cent on goods that had not moved in twenty-four days and that the articles remaining on hand for thirty days would be given to charity, there was a "holding out" on the part of prospective buyers. "In the first months of that business," confesses its originator, "we lost \$20,000 to \$30,000 a month because people waited for the second or third mark-downs." Now, however, goods are sold on the average at the first price quoted because, as Mr. Filene puts it, "our buyers have learned that they can only buy to make a profit if they buy cheap enough to make the customers know that they are getting extraordinary value at the first price."

ECONOMIES IN BASEMENT STORE

Drawing a moral from the workings of this branch of the business, he continues, "To show what can happen and the need of improvement in retail distribution we have been able to do away with charge sales wholly in that basement department. This is a basement two floors under ground and it is doing a number of millions of dollars of business. We have done away, first, with charges. Secondly, we have done away with elevator service. Third, we have done away with the delivery of packages—and from the first we have had little or no trouble in that connection and now there is no trouble whatever in

having the customer accept the plan.

"We have practically abolished all bargain sales in our business. It means simply that we have learned that bargain sales will not answer, that they are not wise." But note the logic of systematic price reduction which this thoughtful business man links up with his abhorrence of the "bargain sale." "We serve best," he declares, "by reducing the price continually. We ought constantly to decrease prices if we can decrease them by improvement of methods, by abolishment of needless intermediate charges and all the other things that now make these services so costly as to be shameful. We ought every year—if we have ability and energy enough to keep at our real task—to reduce at least a little the price of any article we have in stock."

What is the significance of all this as reduced to terms of the small retailer? Maybe Mr. Filene is entitled to answer because he declares that he looks at all these problems not merely from the standpoint of a merchant with 2,500 employees but "from the standpoint of a big business man who has at least a slant toward the troubles and difficulties of the small man." Here is his answer:

"The small business man has advantages and the small store has advantages which, with a little more study of his business and a little improvement in just one thing will help enormously. If instead of letting the chain-stores be forced upon them from the outside the small country storekeepers will get together and make their own chain-stores for buying and be able to buy as cheaply as big stores in very large quantities, they will be put in an immeasurably better fighting position and I believe will be put in a position to become victorious because they have the neighborhood demand and the personal touch which is a tremendous thing in distribution."

Explaining the reported waning enthusiasm of many small merchants for certain trade-marked

How Much Do You Lose By Not Being Out On Time?

THE one important element of Direct-by-Mail and Periodical Advertising is to be OUT ON TIME and in season.

We have made a study of this proposition for nearly half a century and can assure you that we have as customers those who must have SERVICE, and they continue with us, primarily, because of the satisfactory *service* they receive.

In line with progress and future development we have inaugurated a DAY and NIGHT SERVICE and are prepared to add you and others to our customers' list.

Send us the word by postcard or telephone 3210 GREELEY; we will be pleased to tell you about it.

Charles Francis Press

PRINTING CRAFTS BUILDING

EIGHTH AVE., 33d—34th Sts.

NEW YORK CITY

WHICH
THIS



OR



THIS
?

Cut Your CUT Costs
through loss or damage by using
BEMIS CUT BAGS

Your cuts cannot go astray, nor will BEMIS CUT BAGS burst like other wrapping.
Time and money savers. Made in all sizes.

Send for FREE SAMPLES and Prices.

BEMIS BRO. BAG CO., Dept. 1-C, ST. LOUIS, MO.

articles the Boston merchant said: "The tendency is to reduce the profit of the small store in proprietary articles. Eventually the profit of the small storekeeper on these proprietary articles will tend to grow smaller and smaller and it probably has gone, in some of them, very far in that direction already."

Let us turn, now, to the expressions of another leader in the retail field—an executive who, like Mr. Filene, views both sides of the issue of the big store versus the little one. The assertion of J. M. Barnes, of Marshall Field & Co., that the small-town retailer not only can but actually does sell cheaper than his city rival may surprise many readers of PRINTERS' INK. Certainly it astounded a number of the Congressmen to whom he made the declaration in Washington, and these Congressmen are, some of them, practical merchants and manufacturers.

Presumably Mr. Barnes ought to know what he is talking about when he thus interprets the big store-little store war because he is head of the credit department of Marshall Field & Co. and is also interested in nine retail stores, separate and apart from the Field company. "The same article," declares Mr. Barnes, "varies in its selling price in larger and smaller towns. The cost of doing business in the smaller town is less and the same article is frequently sold for a less price in that town than it is in a larger city.

"The ordinary marketing price which a merchant puts upon his goods is determined very largely by his cost of doing business. In the smaller towns that is less and consequently he can get along with a smaller profit. He can mark his goods at a lower price than the city merchant and still make the same profit because his expense of doing business is less."

"Do you think," asked Congressman Hamilton, who comes from a district in Michigan where there are nothing but small towns, "it is universally true that the small

dealer in the small town sells his goods at uniformly lower prices than the large dealer in the big city?"

"I would say," replied Mr. Barnes, "I am now speaking as a general proposition—yes, but not always." The member from Michigan cited the fact that the quantity discount is against the small merchant, but the Marshall Field official came back with: "He may pay a little more but the difference is not wide and it is not equal to the difference in the cost of doing business; so that a merchant in the smaller place is equipped to do business on a less expense than the merchant in the city."

That the small merchant in a suburban town is in a peculiar position was conceded by Mr. Barnes. Said he, "In the vicinity of a large city the expenses of the merchants in the smaller places are higher and are apt to run up pretty nearly as high as the city merchants' expenses." He denied, however, that the more frequent turnover of Marshall Field & Co. constitutes an advantage over the small man. "It does not necessarily mean more profit," was the way he put it, "because the smaller merchant usually gets a little greater net profit on his goods—on his sales than the city merchant does."

Samuel E. Winslow, of Worcester, Mass., is a manufacturer as well as a Congressman, and Mr. Barnes had difficulty in convincing him that the small merchant holds the long end of the stick. "Would you say," inquired Mr. Winslow, "that your judgment is that the country store can do business—take it all in all—more economically than the big city store does?"

"That is my judgment, yes, sir," responded Mr. Barnes.

"Taking into consideration the turnover and purchase price?"

"That is true," reiterated the Chicago merchant, "on account of the expense. It is possible for them to do that, but I wouldn't say it is always done that way, but it is possible to do that and it is frequently done. I would say gen-

erally that the same articles are sold for something less in the country stores than they are in the city stores."

H. S. Shelton, president of the Johnston-Shelton Company of Dayton, Ohio, and president of the Ohio Retail Dry Goods Association, backs up the man from Marshall Field & Co. "It is a pretty well-known fact among dealers," he declared, "that the man in the smaller town can do business on a closer margin of profit than the man in the larger city. I have seen figures recently that demonstrated it cost the firm of Lord & Taylor on Fifth Avenue, New York, 32 per cent to do business. It costs us, in the city of Dayton, about 24 per cent. The smaller towns, as you go down the line, can do business on a still closer expense item, the result being that the merchant in the smaller city can sell goods for less and still make the same margin of profit as the man in the city."

Adventures in shopping to ascertain just where the small store-keeper gets off have lately been made by a prominent executive. As readers of PRINTERS' INK know, every big New York department store has its corps of scouts or professional "shoppers." To gather information to be taken to Washington, Percy S. Straus, of R. H. Macy & Co., turned his "shoppers" loose on the small retailers that come most directly into competition with the department stores.

In order to compare prices on well-known advertised food specialties the shoppers visited some two dozen representative grocery stores in the uptown residential district of New York—locations in the 900s on Amsterdam Avenue, 2758 to 2909 Broadway, along Second Avenue to 1200s and along Third Avenue in the 1100s. Prices in these stores were compared with prices in the department stores (not Macy's). The report shows that Gold Dust sells in the large stores at 20 cents; in the small stores at 16 to 20 cents. Force sells at 12 in the large

stores and 10 to 15 cents in the small. Campbell's soups, for which the big stores get 12 cents, is offered in a number of the small stores at 10 cents, or six for 55 cents. H. O. is 14 cents in the large stores and 14 or 15 cents in the small establishments. H. O. Farina on sale in large stores at 12 cents is offered in small stores at prices ranging from 10 to 15 cents.

A touch of grim humor capped the climax of the Macy adventure in seeing how the other half sells. A "shopper" was sent to the retail jewelry store which occupies the much-talked-about "notch" in the Macy building at the corner of 34th Street and Broadway, New York—selling space aggregating barely 1,000 square feet. The shopper who went next door bought for \$14.50 a small, imitation greenstone ring and paid \$4.50 for a small imitation silver cigarette case. When Manager Straus called for equivalent articles from his own stock, the head of his jewelry department produced exact duplicates and reported that these are regularly on sale in Macy's and Saks at \$3.75 for the ring and \$1.89 for the cigarette case.

"That jeweler," mused Mr. Straus, a bit ruefully, "takes advantage of the crowds we attract and doesn't pay any attention to the prices we charge. The little store is not only not afraid of our competition but evidently laughs at it."

No wonder Mr. Straus sat upon the manager of his grocery department when that subordinate recently proposed that Macy's buck the small neighborhood groceries by daily solicitation of orders from house to house. "Don't enter that field of competition," counseled Mr. Straus. "You are beaten before you try. By the time our men come back to the store and get the orders through the various necessary formalities which we have to have in order to keep track of our business, the small store will have delivered its merchandise. We cannot get into that competition."

**Largest Morning Circulation in United States
Largest Sunday Circulation in New England**

The Boston Post's Greatest Year

Daily Post Gross Circulation
Average, 1916

516,326

A Gain of 21,187 Copies Per Day Over 1915

Sunday Post Gross Circulation
Average, 1916

359,341

A Gain of 22,494 Copies Per Sunday Over 1915

Display Advertising—Jan. 1 to Dec. 31, 1916

Stars (*) show the leaders at a glance—count the stars

	BOSTON POST Daily and Sunday	BOSTON GLOBE Daily and Sunday	BOSTON HERALD Daily and Sunday	BOSTON AMERICAN Daily and Sunday
Amusements	444,963	372,175	346,763	310,474
Automobiles	608,070	516,557	409,488	298,708
Banks and Trust Companies..	51,501	21,380	18,104	8,845
Books, Magazines, etc.	191,034	148,378	156,645	11,674
Boots and Shoes.	188,915	74,652	68,211	65,077
Department Stores	2,356,346	1,878,000	1,109,064	1,431,775
Proprietary Articles, etc.	527,141	425,152	213,157	428,308
Financial	480,709	242,394	463,118	68,104
Florists	25,146	15,374	7,598	9,774
Groceries, Foodstuffs, etc.	476,894	329,913	179,585	215,737
Hotels, Restaurants, etc.	68,914	27,818	23,548	7,392
Household Furnishings, etc.	29,351	252,988	206,051	163,189
Jewelry	69,056	13,606	25,608	40,225
Men's Specialties	559,083	221,410	252,725	364,073
Miscellaneous	420,532	362,262	283,244	204,354
Musical Instruments	201,375	210,190	172,987	205,317
Transportation	63,230	58,137	53,595	30,410
Sunday Magazine Sections..	118,264	85,730	107,654	72,933
Tobacco, Cigarettes, etc.	225,729	160,259	158,799	241,180
Women's Specialties	372,369	265,290	324,360	172,530
TOTALS.....	7,848,222	5,712,485	4,550,797	4,284,202
Local Display Advertising....	4,595,086	3,190,928	2,392,548	2,647,985
National Display Advertising.	3,233,136	2,521,537	2,158,249	1,636,217

*Post led in 18 out of 20 classifications, carrying
7,848,222 lines of Display Advertising*

For	Post Led Globe by 2,135,737 Lines
Year	Post Led Herald by 3,297,425 Lines
1916	Post Led American by 3,564,020 Lines

Classified Advertising not included in any of the above totals. Advertising in all Sunday magazines is included.

EASTERN REPRESENTATIVES
Kelly-Smith Co.,
220 Fifth Ave., New York City

WESTERN REPRESENTATIVES
C. Geo. Krogness,
Marquette Bldg., Chicago

Hecker Cereal Company Takes Issue With Percy S. Straus

Bulk Farina Not Identical With Trade-Marked Article, Says A. P. Walker, President of the Cereal Company

THE declaration by Percy S. Straus, of the firm of R. H. Macy & Co., New York, that manufacturers of nationally advertised products supply his concern with the same products in bulk at a material reduction in price is bringing about some vigorous disputes. Mr. Straus's testimony, which was summarized in PRINTERS' INK for January 11th, was given before the Congressional Committee which is holding hearings on the Stephens bill. Among other articles, Mr. Straus exhibited a pound package of Hecker's Farina, which he asserted was advertised to sell for 10 cents to the consumer and cost the dealer 7½ cents. The identical merchandise, he declared, was purchased by R. H. Macy & Co. for 4.4 cents a pound, put up in packages under private brand, and sold to the consumer for 8 cents.

According to the Hecker Cereal Company, of New York, however, the product sold under Macy's private brand is by no means "identical" with that supplied under the Hecker Cereal Company's trademark. A. P. Walker, president of the company, takes issue with Mr. Straus as follows:

"R. H. Macy & Co. do not buy farina from this company," he writes. "Our business is confined wholly to the sale of package cereals. The farina we pack and sell is supplied us by the Hecker-Jones-Jewell Milling Company. It is not identical with the ordinary farina sold in bulk in large bags (98 pounds or 100 pounds each).

"Hecker's Farina is made from a special blend of wheat. It is a specific granulation, very thoroughly purified and sterilized. Farina, or as it is technically known in the milling trade, "purified middling," varies considerably in character and quality. There is one variety known as 'durum'—'macaroni'—or 'yellow'

farina. Other varieties are made from spring wheat or from winter wheat. The granulation varies greatly and some farina sold in bulk is very dirty or specky, due to inadequate or improper purification. Ordinary farina sold in bulk is not sterilized.

TRADE-MARKED PRODUCT STERILIZED

"Sterilizing greatly improves the keeping quality and imparts flavor—both lacking in the ordinary bulk commodity. The sterilizing adds to the cost on account of shrinkage resulting from the evaporation of moisture in the process.

"We have indicated that we do not and have not sold bulk farina in carlots or otherwise to R. H. Macy & Co., hence Mr. Straus is incorrect in his statement in that respect; we have also given facts to demonstrate that the two samples submitted by Mr. Straus are not identical.

"We have also inquired of the Hecker-Jones-Jewell Milling Company in regard to their sales to R. H. Macy & Co., and they advise us that they did not sell Macy a pound (much less carlots) of bulk farina during the year 1916—the last sale (sixty bags) was made in the fall of 1915.

"The Hecker-Jones-Jewell Milling Company further advise us that their entire capacity of specially blended farina is needed to care for our requirements. They do sell to others than ourselves some 'bulk' farina, unsterilized, an ordinary product of spring wheat and of a different granulation—such sales being largely to manufacturers of macaroni and kindred products.

"We note from his testimony that Mr. Straus calls attention to the large margin between the alleged cost of 'bulk' farina and Hecker's farina in packages. He makes no mention of the added cost of sterilizing, nor does he re-

fer to the cost of labor and material of the package-protected product.

"We send you in this mail a package (marked 'one pound net') of Macy's own brand of farina purchased, as the sales slip shows, in Macy's grocery department January 9, 1917—the price as indicated being nine cents—at which price it is quoted on page 25 of their grocery catalogue. Taking Mr. Straus's figure of 4.4 cents per pound as their cost and this price to the consumer of nine cents and you have a difference (presumably representing gross profit) of 4.6 cents per pound or over one hundred per cent.

"We do not give these facts because of any sympathy with the Stephens bill but instead to correct any erroneous impression which may have been made by Mr. Straus's testimony as reported to us."

Johnston Joins American Motors

R. B. Johnston has joined the advertising and sales department of the American Motors Corporation of New York. Mr. Johnston was formerly with the *New York Sun* and later with *Leslie's Weekly*.

Campaign for Trade Papers

The advertising of the Northwestern Expanded Metal Company, of Chicago, has been placed with Williams & Cunningham, of that city. A campaign is being prepared for "Chanelath" to appear in trade papers.

Koehler Motors Appoints Agency

The H. J. Koehler Motors Corporation has placed its advertising account with the Williams & Carroll Corporation, New York.

Martin Carriage Works Appoints Agency

Geo. W. Edwards & Co., Philadelphia, have been appointed to handle the advertising of the Martin Carriage Works, York, Pa.

With Blackman-Ross

H. T. F. Husted, recently of Fenton & Gardiner, New York, has joined the Blackman-Ross Company.



"PUNCH"

YOU cannot do better than follow the advertising example of the big British business men. It is because they have advertised profitably that they have succeeded. To follow their lead in one respect brings the temptation to do it in another, and to get the same success.

You will find most of the big businesses advertised in "PUNCH." It is one of the things that builds them up and keeps them big. Small firms grow bigger from the business their advertisements in "PUNCH" are bringing along.

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C., England



Dragging Road With a Tractor—
The Tractor is ideal for building and
maintaining roads.

A 1 +

IF Dunn and Bradstreet rated farms as they do businesses, their ratings alone would sell POWER FARMING'S field to advertisers. For power farmers make farming a business. They are well financed and well equipped—their "farm factories" are efficiently managed.

Value of Buildings and Stock

Buildings on the average farm are worth \$94.00. The average POWER FARMING subscriber owns buildings worth \$2520.

The buildings of the average farmer house 11 cattle, 3 horses and 10 hogs. The average POWER FARMING reader owns 22 cattle, 10 horses and 25 hogs.

This is a fair index of the buying power of the POWER FARMING farmer. His efficiency for your proposition is **A One Plus**.

"Not the largest farm market, but the richest."

Send for further information and rates.

POWER FARMING, St. Joseph, Michigan.

NEW YORK

Burnell & Heming
23 E. 26th St.
Mad. Sq. 5064

CHICAGO

Jas. A. Buchanan
Marquette Bldg.
Randolph 5527

Member A. B. C.

POWER FARMING

How Rastus Sells Cream of Wheat

(Continued from page 6) to me that the people were not taking kindly to reasons why they should eat Cream of Wheat. They didn't want any reasons. I believed there was, in fact, only one reason, and that was because they liked it.

"Of course, the public may want reasons sometimes, as I used to say to my friend Post. I often told him that the people surely needed a reason when they ate Grape Nuts. 'I've had a lot of trouble getting my wife to eat Cream of Wheat,' I said, 'because she prefers Grape Nuts. There's a reason that goes with Grape Nuts. It makes brains. My wife is determined to eat Grape Nuts on that account.'

"Then one day I met Post and I said to him: 'Post, my wife has got a lot of brains now, from Grape Nuts, so she has dropped it and is eating Cream of Wheat. She doesn't want a reason any more. She simply likes Cream of Wheat.'

"We took up the fine art work for several reasons, but primarily because we wanted to be different from the common run. We wanted our advertising to stand out as something big and fine and unusual, and we believed that if art was worth doing at all it was worth doing well. We decided to go after the best we could get."

Then he told me about some earlier work in this direction, and as nearly as I can judge this was virtually the beginning of the art idea. In the early days the company had some imitation photogravures made, and some of these were put in every case of the product sent out. Along about this time there were five or six salesmen, and that was about as big as the selling force ever got.

Later, the advertisements of Cream of Wheat contained the announcement: "A coupon in every package. Send us ten coupons and ten cents and get, free, your choice of three beautiful pictures." This was in 1900.

B. & B. SERVICE SOLVED THIS PROBLEM

"B. & B. Sign Co.:

We distribute the greater part of our product to small dealers, although about 20% of it goes through large department and specialty stores. Under separate cover we are sending you some of the literature that we have been distributing and we wish to follow this up with some kind of store advertising. Can you suggest a working plan or send a sketch to take care of this? We will need about (quantity) to cover our dealers.

J — T — , Adv. Mgr.
Company."

B. & B. service worked out this problem for this advertiser as follows:

Briefly: we consulted with him and studied his distribution and display problem, suggested a design, manufactured the displays, and advised regarding the plan of distributing these dealer helps.

We have done one or all of these several things for products like "Pin Money" Pickles, "Hood" Tires, "Dim-a-lite" Sockets, "Oilzum" Oils, and can offer a similar service for almost any reader of Printers' Ink.

If there is anything you want to know about window and counter displays, write Display Headquarters. You put yourself under no obligation when you write for suggestions, sketches or advice.

B. & B. SIGN COMPANY, 341 Fifth Ave., New York

ASSISTANT IN SALES DEPT'

Splendid opportunity for developing into *Executive* as soon as can prove qualifications.

Must possess *Analytical Power and Initiative*. Trained Merchandising Experience valuable but not essential.

Remuneration governed only by ability to make good.

Address Food Specialty Company, Box 215, Printers' Ink, stating past record in full, present employment, references, age, salary expected, etc.

Practical Information

Is the secret of the Reader Interest of the House Beautiful.

Our readers are building or furnishing Homes, not Air Castles. They are ordering Horticultural Supplies, not envying the Garden of Eden.

That's why we have the largest circulation and pay advertisers.

The House Beautiful

Member A. B. C.

Published by
THE ATLANTIC MONTHLY CO.
New York Boston Chicago

OUR idea of direct advertising is printed matter plus advertising experience and the master touch that sells the goods.

WE have pleased many firms by supplying them with printed matter that sells their goods. Perhaps we could make your printed advertising matter an asset. But we must work together.

ARROW PRESS, INC

"Salesmanship in Print"
320 W. 39th St., NEW YORK
Telephones: Greeley, 329, 330, 331

Northwestern scenery, I believe, was the subject of most of these crude works of art. The response was quite active, and the business in pictures and dimes more or less unprofitable. It is interesting to know that there is similar evidence to-day of the people's proclivity for pictures. A large number of letters come to the Cream of Wheat Company asking for reproductions of the advertising paintings.

BUSINESS OF SELLING PICTURES NOT THOUGHT WELL OF

"I have no doubt," said Mr. Mapes, "that we could do a business of a good many thousands of dollars a year in this line if we were to set out to reproduce and sell our illustrations. We have not done this because it would take too much attention from more important matters. It might be worth something in an advertising way, but not a great deal. Once we exhibited a lot of our paintings here in Minneapolis, and the display was the best patronized end of the whole art exhibit of which it was a part; but as advertising it did not help us much. We are not making any efforts to capitalize the original paintings, of which we have two hundred or more stored away in our building. To display them for the public would require a great deal of expensive room."

This demand for Cream of Wheat reproductions, however, gives us some clue to the wonderful success of the company's advertising campaigns. It gives a glimpse back of the scenes and shows the extraordinary interest aroused and maintained by the pictures containing the darky chef and his associates, as created by the group of Cream of Wheat artists. Rastus, you must remember, is merely the leading actor—and very often his star rôle is only theoretical. For example, take Edward V. Brewer's painting in which a delightful and delicately humorous old negro is introduced. "Dat's mah boy Rastus!" he says, as he stands looking at a Cream of Wheat poster.

This picture made a great hit, and started a new chain of adventures.

What does anyone need of reasons why when with a stroke of this sort the whole buying populace can be caught in an irresistible grip? It is advertising that gets to the heart—and there you have the secret of it. The United States is full of Cream of Wheat fans, who look eagerly for the forthcoming pictures, and the characters are as well known and as familiarly discussed in the home as the movie characters who run through the long-winded motion-picture serials. The advantage, I think, lies with Rastus and his crowd, because here you find real sentiment—a delicious mingling of humor and pathos. If you don't believe there is pathos study that old negro, for example. Or H. Mason's "In the Gloaming," which shows a young mother feeding her child Cream of Wheat.

To every normally constituted adult, childhood is a subject close to the emotions, and here again you discover the keen intuition of Emery Mapes and his partner, Mr. Clifford. From the beginning, child characters have predominated heavily in these pictures. Rastus is an unending friend to the little ones, and where can you find anything more human than Susan E. Arthur's painting, "A Visit With the Chef," showing a small girl kneeling in a chair at the kitchen table, while Rastus prepares the Cream of Wheat? Who wouldn't feel a thrill of humorous pity for the little chap crying on the doorstep because the cat has pre-empted his dish of Cream of Wheat, as depicted by George Gibbs? Then in the same picture comes Rastus with his cheering news: "There's more Cream of Wheat!" Right away you warm up to Rastus once more. You couldn't help liking him if you tried, and in spite of yourself Cream of Wheat gets under your skin.

There is a deep psychology in this Cream of Wheat advertising, and the hold it gets on you is of itself the reason why you have it in your home. I heard a little



We will submit a
"PRINTED SALESMEN"
campaign of any magnitude
—depending entirely upon
merit, originality, and
punch to secure your con-
tract for its production.

*Established more than fifty years. The
largest high grade printers in the world*

The Lakeside press

R. R. Donnelley & Sons Co.
Chicago, U. S. A.

two reasons—

Should persuade you to advertise
all of this year in the

AMERICAN GARAGE AND AUTO DEALER

Because it properly fills the "niche"
for such a paper better than any
similar publication.

And because the business plan for
creating sales is the most logical,
timely and productive which has
ever been devised by any automobile
trade paper.

Present circulation guaranteed 15,000
copies; growing at the rate of 1,000
copies per month.

Applicant for membership in the
A. B. C.

General Offices,
53 W. Jackson Blvd., Chicago, Ill.
New York.....52 Vanderbilt Ave.
DetroitKresge Bldg.

1918 Plans

Is it too early to think about your nineteen eighteen campaign? The sooner that campaign is planned the more time you will have for other things when 1918 gets here.

We are prepared, on the right terms, during 1918 to put any magazine of merit into

200,000

of the Best Homes in America. We cover thoroughly and systematically the Heart of the Middle West. We have one of the strongest, cleanest, ablest body of magazine salesmen in the United States.

Sixteen years of agency work qualify us to speak from experience.

The Magazine Circulation Co.

333 S. Dearborn St.,
Chicago, Ill.
Est. 1900 Inc. 1908
WINSLOW G. SMITH.....*Pres.*
H. A. MURCHISON.....*Vice-Pres.*

story that illustrates the inner workings of this advertising pull. Several years ago James Leslie Wallace painted a picture showing a sturdy boy, with the caption: "What do I care for snow or sleet? My tummy's full of Cream of Wheat!" A prominent physician was so pleased with the picture that he cut it out and had it framed, hanging it in his waiting-room. Here it became the most attractive of all the pictures in the room, though some of them were original oil paintings. Hundreds of women talked with him about Cream of Wheat, after looking at this advertisement.

Not long ago a colored woman wrote to the company and asked for half a dozen copies of Leslie Thrasher's painting showing a darky wench in the act of taking a bad tumble, exclaiming as she hits the ground: "What de debil you-all laughin' at?" It is a fine character study, but naturally one is inclined to wonder at first what benefit it can be to Cream of Wheat. This darky correspondent of the company gives just an inside glimpse, however, when she writes that she wishes to send the pictures to her friends, and adds that these colored characters are real to her—and that she feeds her children Cream of Wheat.

In the two stories you get the high and the low of it. In both instances the human appeal evidently has brought the business where conventional reasons—why might not have done it.

There are thousands of persons who collect Cream of Wheat illustrations faithfully, and at times write to the company in the hope of getting missing links in this curious advertising chain that has been forged so skilfully upon the public's affections. The various darky characters have made a tremendous hit, and no wonder. Where can you find an advertisement that will get into your inner consciousness like Brewer's recent painting of the old darky buying, of a tiny newsboy, a Cream of Wheat picture? "Sho dat's de papah Ah wants!" he says.

So we begin to understand what

Mr. Mapes meant when he said to me, partly in what he calls joshery: "I think that if we put up sawdust our niggers would sell it for us."

For the common run of pictures the company pays from two hundred and fifty dollars to five hundred, though I am told that in some instances a thousand dollars has been the price. Mr. Mapes himself is the censor.

"A great lot of paintings are being submitted to us all the time," he said. "Perhaps a hundred are shown us to every one used. We want nothing but the highest type of art, and most of our pictures are painted on direct orders from us, given to artists who are not in the voluntary-offering class."

He told me that his company had never done anything except magazine advertising, with the exception of the early photogravures. "We have never used newspapers, posting, street-cars, or any means of publicity except the magazines. So far as I know, we are the only advertisers who have never used other forms of publicity. Nevertheless there are many people who will swear they have seen our advertisements on posters."

And, indeed, this was demonstrated not long ago when a university class in advertising was asked where the Cream of Wheat pictures had appeared. Several of the students answered at once that they had seen the chef on billboards, while one insisted that in New York he had observed Rastus in the electric light illuminations. You will remember that the poster and out-door sign do play a big part in these ads, but it is always as a picture within a picture. Perhaps the majority of the copy, if you can call it that, is hinged upon billboards or indoor posters. Unconsciously, perhaps, the billboard is photographed in our brains as we enjoy the character delineations. The old darky comes to a billboard in the background in one painting and immediately sets down his basket, exclaiming: "Oh, I done

This man builds business

FOR four years he was closely identified, in this country and abroad, with a concern marketing through retail channels, whose product soon outsold all competition.

Four years with two mail-order houses, one the largest in its field; ideas developed and results secured there make him particularly valuable in direct-by-mail work.

His constructive mail-order methods caused him to be brought into advertising agency work, where he handled many large national advertising accounts; he was especially successful in increasing dealer co-operation; also travelled several middle-western states, selling goods on the road.

Systematic Executive

He has had 300 people under his direct charge and possesses the faculty of systematizing his own work and that of others so as to cut out lost motion and reduce costs.

He can organize; gets things done, and is unusually equipped in merchandising, advertising and selling experience.

He offers the services of his brains, but his heart and soul go into his work. Living in New York; age 33; married; clean record.

Write now, saying when he may tell you more in an interview. Address:

"Builder," Printers' Ink

—ready to show results as:

Advertising Manager

Sales Manager

Assistant General Manager

General Manager

Assistant to the President

—wanted

*advertising
solicitor
for
direct mail
advertising*

Must be an experienced solicitor with own clientele and capable of securing new accounts. Territory New York City. An exceptional opening for the right man with one of the oldest advertising houses in the country.

State in detail, experience, salary desired, and present position.

Address "D. M. A."
Box 213, Printers' Ink

forgot dat Cream of Wheat!" It is the darky who rivets the attention, but in the back of our brains Cream of Wheat is registered inevitably. Most of the artists who try to sell paintings to this company wholly overlook this subtle point. Other kinds of pictures do get by occasionally, but I imagine it is through stress of circumstance, rather than inclination. The painting with genius standing out all over it does not grow plentifully.

I understand that Mr. Mapes has his own ideas as to the selection of mediums. It is told of him that while riding in a railroad train one day he saw an aristocratic old lady reading a magazine in which the Cream of Wheat pictures were not appearing. Straightway he ordered that publication taken on, because he believed his pictures would look well in the hands of this nice old lady.

Yet, in talking with one of the men in the Cream of Wheat offices while waiting to see Mr. Mapes, I was told that when it comes to mathematical matters of circulation, the records of the establishment, under the keen eyes of Mr. Clifford, leave absolutely nothing to be guessed at; at least, nothing obtainable. Also, that Mr. Clifford presides over a tabulation of facts of all sorts pertinent to the business as full and complete as possibly could be.

I scarcely need go into Mr. Mapes' picturesque career as a checker-up of circulations, for many publishers and advertising men know his habits in this direction. Even if he selects a medium because he likes the looks of the people who read it, he doesn't pay for his space on that basis. He used to have—and may have yet—a habit of dropping in unannounced at a publisher's office and blandly requesting to see the circulation records. If his findings differ in a minus way from the statement on which the advertising was bought he says "Kindly hand over the rebate!" Many a rebate has he thus collected.

I believe it was he who origin-

It
ten-
tains
in
who
com-
btle
do
gine
um-
ion.
ing
row

pes
se-
of
oad
sto-
ga-
eat
ng.
sub-
be-
well
dy.
the
of
Mr.
it
of
es-
yes
ely
ast,
nat
ou-
ti-
nd
Mr.
a
for
ng
di-
ne-
of
n't
is.
ve
in-
ce
he
ad-
om
d-
ys.
!"
ol-

n-

ally promoted the Association of American Advertisers, composed of some eighty prominent buyers of space. He became its president, and auditors were employed to determine the circulation of newspapers and magazines for the purpose of ascertaining their value as mediums. Afterward he could have been the head of the Audit Bureau of Circulations, but declined the place. At any rate, I am told that he has long been a terror to many publishers, and has won and lost lawsuits—I don't know how many. Differences with publishers have resulted in the Cream of Wheat advertisements being omitted from some of the most important periodicals.

It is interesting to go back and follow the evolution of Cream of Wheat advertising from the early days. Fifteen or more years ago quarter pages were used mostly, and there was practically no attempt at art. On the other hand, the reason-why element was rather strongly in evidence. Here are some of the reasons advanced, as taken from numerous advertisements extending over several years:

"Cream of Wheat builds sturdy bodies and stalwart constitutions, and contains all the nutritive elements of Nature's favorite cereal—wheat. Children thrive upon it. Happy is the child who eats Cream of Wheat. Bright eyes and rosy cheeks tell the story. For the convalescent it is delicate, appetizing, a nutrient and constructive. The phosphates in the hard Northwest wheat afford the stimulus and nerve force necessary to sustained mental labor. All the elements required for growing children. Children who feed upon it feel neither the extremes of cold nor heat. Baby's first cereal. Has all the elements that give strength to the athlete and health to his admirers. Supplies the waste of old age. Brain and muscle food, chiefly gluten and phosphates. The best doctor. Can be molded and served ice cold at luncheon—wholesome, refreshing and satisfying, and does not heat the blood. Scores of dainty dishes can be made of it—good for breakfast,

The A B C Paper

IN
MERIDEN
CONNECTICUT
IS

The Record

No other paper here
so guarantees its
advertisers.

 No other paper
here actually has
much more than
HALF the paid cir-
culation of THE
RECORD.

Newspaper Half-tones

The making of half-tones suitable for printing in country newspapers from matts or stereos requires special knowledge and equipment.

We have a department fitted just for that character of work, and our growing clientele in this particular line has been worth the effort expended in research work on our part

Lenz Photo-Engraving Co.

PRINTING CRAFTS BUILDING

Eighth Ave. and 34th St. New York, N. Y.

Telephone Greeley 6761-2

BLUE-JAY AND ITS TROUBLES

"Simultaneously the improved plasters were released, and new price-lists sent to the trade. Figuratively, there was nothing further to do but settle back and watch the consumer respond to the advertising and the new product.

"But if ever a storm broke suddenly, it broke then for Bauer & Black. From Augusta to San Antonio a chorus of resentment came from the trade."—From an article in PRINTERS' INK January 4th, 1917.

Make Your Trial Campaign In NEW ENGLAND

An advertising campaign is like a play; you never can tell until the audience has passed on it. The critic may praise it, yet it may fail, and the critic may condemn it, and it may become a howling success. "Safety first" is a good slogan—and a trial in New England will tell what the audience thinks of it.

Take your proposition and try it on the 7,000,000 people of New England. Their judgment will be that of the 100,000,000.

This is the logical place to start, easy to cover by a sales force, receptive dealers, people well-to-do.

These fifteen daily newspapers in fifteen typical New England cities will prove your proposition.

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation 9,000
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL

Daily Circulation 5,386
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN

Daily Circulation 9,534
Population 73,144, with suburbs 100,000

AUGUSTA, ME., JOURNAL

Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS

Daily Circulation 21,247
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 9,892 A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS

Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 30,444
Population 100,000, with suburbs 250,000

TAUNTON, MASS.,

DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT.

POST and TELEGRAM
Daily Circulation 32,219
Population 150,000, with suburbs 220,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

better for lunch, best for dinner. A delicious dessert, easily digested. Splendid food for picnics."

You see, the whole range of life was pretty well covered in these reasons, and they were hammered upon the hard skull of the public without getting very deep into the composite cranium. Then the Cream of Wheat bark changed its course and tacked away on its journey into the land of human emotions. Presto!

And yet, after all, the line that divides this queer human element from the unsentimental reason why is intangible and hard to find in many instances. Thus I have just cited a plain reason as advanced by the Cream of Wheat Company many years ago: "All the elements required for growing children." A long time afterward we find the same reason why in one of Brewer's exquisite paintings, which shows Rastus weighing a baby and saying to the proud young mother:

"Dat Cream of Wheat done shore make him grow, Missy!"

The argument is the same, but the vehicles are widely different.

Is there anything of practical value to the general advertiser to be dug out of this study of Emery Mapes and his Cream of Wheat? Perhaps not anything that you can take bodily and transfer to your own advertising practice, but it seems to me that the vital flavoring of this Cream of Wheat advertising can be adapted oftentimes in a hundred ways. It seems to show us that the people who read advertisements are real human beings, responsive to the humanizing touch. Reasons and arguments are commonly overdone, without any compensating appeal to deeper instincts. Take the former reason—why advertising of Cream of Wheat. "All the elements required for growing children. Children who feed upon it feel neither the extremes of heat nor cold. Strength to the athlete. Fine for picnics."

Evidently Mr. Mapes himself rebelled at this grotesque copy. He needed a more subtle route, and found it.

PORTLAND is the jobbing center the financial center the shopping center the society center of MAINE

The

EVENING EXPRESS

is the only afternoon paper in Portland. It is a high grade newspaper of 21,247 net paid circulation.

Advertisers find it by far the best advertising medium in Portland.

Largest circulation of any Maine Daily.

Such a city and such a paper are ideal for trial campaigns.

*Julius Mathews Special Agency
Boston—Chicago—New York*

The Lake Torpedo Boat Co. of Bridgeport, Ct., has closed contracts with the U. S. Government for the building of seven submarines to cost over Five Million Dollars—and more orders are expected during the coming year.

Thus another link is forged in the chain of Bridgeport's prosperity!

Post and Telegram

Connecticut's Largest Circulation!

*Julius Mathews Special Agency
Boston—Chicago—New York*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
PUBLISHERS.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43. London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 18, 1917

The New Type of "Oil Lobby" Back in the days when muck-raking was more in fashion than it is now, many tears were shed over the "control" of legislatures by big business. We heard a great deal about "railroad lobbies," "gas lobbies," and so on, each exercising its sway under a deep pall of secrecy. No doubt many of the allegations were true, but also many of them were founded upon nothing more than idle gossip. It was impossible to disprove them, however, for the policy of secrecy lent plausibility to almost any flying rumor. PRINTERS' INK long ago pointed out that the remedy lay in full and open publicity, and it is a pleasure to record from time to time how that policy is gaining ground.

The Texas Company, for example, is asking the legislature of the State of Texas to pass a bill which will enable oil companies to lease or purchase land upon which oil wells are located. Under the

present law, that power is forbidden to Texas corporations, and the Texas Company can become a prospector for and a producer of crude oil only by reorganizing and taking out a charter in some other State. A bill was introduced at the last session of the legislature, but failed of passage, and the company is making another attempt to secure the right to produce its own raw material.

What a chance for an "oil lobby" of the old, malodorous variety! But instead we see in the Texas newspapers a full-page advertisement, signed by the company, and addressed "To the People of Texas and their Legislators Elect." "This is a paid advertisement," says the text, "intended to give reasons why the present law of Texas should be amended so as to allow Texas corporations, like those of other States, to pursue all of the several branches of this business." As to the merits of the question at issue, PRINTERS' INK does not pretend to have any expert knowledge; but as to the methods employed to get a decision on the merits there should be only one opinion. They are the best there are.

Breaking the Cancellation Habit How best to deal with the evil of cancelled orders is a problem

which is occupying the attention of manufacturers in many different fields. Few trades are entirely free from it, while in some lines—particularly textiles—manufacturers are obliged to figure on offsetting an uncertain volume of cancellations by overselling their production. The placing of an order for goods is not regarded as an obligation upon the buyer to accept the goods, though it is an obligation upon the seller to produce them. And the evil grows the longer it is tolerated. Overselling leads to reckless buying; reckless buying means more cancellations to be offset by added pressure upon the selling end. The vicious circle is complete.

It is obviously no simple matter

to put a stop to it. It will require concerted action on the part of a strong group of concerns, who will determine exactly under what conditions cancellations will be accepted, and will refuse to accept them otherwise, even at a loss of business. It will require courage, and a high determination, for those concerns who choose to continue under the old system will flourish like the proverbial bay-tree as long as values continue to rise, or remain stationary. But when the inevitable reaction comes, and the market is no longer hungry for goods, the concern which is heavily oversold (subject to cancellation) will be in no enviable position.

As a matter of fact, we believe that right now is the best time which could be chosen to take action against the cancellation evil. Values are still rising, the market is demanding goods, in many lines there is an actual shortage. The great demand for goods has given manufacturers a chance to put over "no cancellation" orders, such as they may not enjoy again in a decade. If they wait until values begin to fall, and demand slackens, so that it is necessary to offer concessions in order to make sales, the chance may be gone. Right now is the best time in the world to break the cancellation habit, and establish the principle that an order imposes an obligation upon the buyer no less than upon the seller.

A High Example of Faith in Advertising We are quite accustomed to the idea that advertising is more highly developed in the United States than elsewhere. We are prone to assure ourselves that American business men have a stronger faith in advertising, a clearer understanding of its powers, and a higher efficiency in its use than is possessed abroad. We have been told so, often enough, by advertising men from other countries, so our belief is not attributable solely to egotism. Since the war began, however, England has been setting some examples of advertising

which are not easily duplicated.

We have referred many times to the British Government's advertising for soldiers and for subscriptions to the war loans—an unprecedented and extremely profitable use of advertising on a tremendous scale. We have noted many instances of British concerns which have made farsighted investments in advertising to protect their good will under adverse circumstances. And now comes the British automobile industry with an example of faith in advertising which puts to the blush some of our American advertisers who are "oversold"—and cancel their advertising orders in consequence.

If it takes a high degree of faith in advertising to advertise when the factory is oversold, what about the faith which continues to advertise when it is practically impossible to sell any goods at all? That is just about the condition of the British automobile industry. In the first place, every available automobile factory which is not making cars for the army is making war munitions. There is an embargo upon the importation of pleasure cars from other countries. Private owners of automobiles are under an allowance of six gallons of gasoline per month. Sir Hedley Le Bas, the official advertising manager for the Government, is placarding the country with such warnings as: "You are helping the Germans when you use a motorcar for pleasure." According to a special investigator sent by *Automobile Topics*, the retail trade is absolutely paralyzed. It is not only impossible to get cars, but to sell those cars which are already on hand. Yet, in spite of such discouraging circumstances, the British newspapers and magazines continue to carry automobile advertising.

The investigator above referred to specifically mentions Willys-Overland, Limited, Daimler, and Wolseley as advertising for "after-war" business. Dunlop and Michelin tires are featured almost as prominently as ever. "The day is steadily drawing nearer when we shall resume the

production of motor carriages for private owners," says a piece of Daimler copy, and when that day comes the company expects to occupy the same high place in the public mind which it had before the war began. It is using advertising as the best possible insurance against public forgetfulness.

The British automobile industry is setting a high standard of faith in advertising, and understanding of its true functions. American advertisers cannot afford to be too complacent over their "leadership" in the face of such examples as these.

The Chicago Board of Trade and the Public The failure on the part of the public to distinguish between speculation and gambling, coupled with a natural discontent at prevailing food prices, has aggravated what J. C. F. Merrill, secretary of the Chicago Board of Trade, refers to in a public statement, as an "unbridled denunciation" of this institution. The idea seems to be gaining headway that the Board of Trade is really a tax on the price of bread, and is after all nothing more or less than a gigantic licensed gambling place.

Without attempting to decide the question whether the Board of Trade is an asset or a liability to the nation, it seems to us that if, as the Board of Trade claims, it is indispensable and is in fact an economically sound institution, it can easily win public support by taking the public into its confidence. By a consistent use of paid space, it can so clearly and absolutely define its position and its relation to the public that such miscomprehensions as are abroad will soon be stamped out, and in their stead will appear a host of friends and defenders.

The Board of Trade is already an advertiser on a small scale. Very recently the Chicago papers carried a signed statement by its secretary, which was frankly an elaborate brief in its own defense. But in our opinion the task confronting the Board of Trade calls for big-scale operations. It is a

matter which must be done thoroughly or not at all. Ample funds are available, in fact any one of several members could well afford to finance the whole campaign if in return it would secure his seat from possible government meddling, and insure it against public denunciation.

If the members of the Board of Trade require concrete evidence as to the possible results of such a campaign, they do not have to search far. PRINTERS' INK has published any number of accounts of good-will campaigns which have succeeded in a big way. Or if the directors will but turn the page of the newspaper which carried the annual statement of their own secretary, they will find an announcement by the Chicago Surface Lines to the effect that "Our biggest gain during 1916 has been a better understanding between the public and the Surface Lines. This is a result of our policy of discussing with the public the transportation problems we are having to solve."

In this campaign which ran through the year, the public was asked to commend as well as condemn. "As the year progressed," continued the advertisement, "the public became more familiar with our transportation problems, and our correspondents became more practical in their suggestions. Hundreds of letters of commendation relative to acts of courtesy and kindnesses" on the part of employees were received." Indeed, the Chicago Surface Lines think so well of its "public-be-pleased" policy that the campaign will be continued this year—the ad states in the concluding paragraph.

It seems to us that there is a close parallel between the situation of the Chicago Board of Trade and that of the Chicago Surface Lines, at least, so far as their being beset by critics is concerned. If straight-from-the-shoulder paid advertising can turn criticism into praise for one public service corporation, equally effective campaigning should be able to do all that for the Board of Trade, and more.

New Yorker Staats-Zeitung's Notable Achievement

Leads its nearest contemporary by more than 41,400 lines of advertising

The Staats-Zeitung on Sunday, January 7th, issued a 68-page newspaper containing 54,900 lines of paid advertising.

It led the Second German-language newspaper by 41,400 lines of advertising and the Third by 42,300 lines. It exceeded the COMBINED lineage of these two other newspapers by 28,800 lines.

It is interesting to note that this issue of the Staats-Zeitung contained 18,000 lines of automobile advertising and 15,000 lines of financial advertising. The automobile and financial advertisers use the Staats-Zeitung to the exclusion of other foreign-language newspapers of New York. There are also a large number of other advertisers that do likewise.

Is this not convincing of the position of prominence held by the Staats-Zeitung in the foreign-language press of New York?

Having maintained this relative position to the other foreign-language newspapers for years conclusively proves the supremacy of the New-Yorker Staats-Zeitung.

It can open the doors to the German-American trade for you.

I Want a Position

where I can feel permanently located and here is what I have to offer:

Determination to always grow bigger than my job.

Analytical ability to plan and execute a campaign in national magazines, trade papers, newspapers, street cars, billboards, or direct by mail.

Experience in advertising to the retail trade as well as to consumers, editing house-organs both to the trade and to salesmen, conducting a Dealers' Service Bureau and making field investigations.

A working knowledge of printing, lithographing, art work and engraving, and how to buy to my employer's best interests.

A few ideas of my own and the courage of my convictions.

Over four years' experience with one of the largest advertisers in the country before taking the position I now hold as Advertising and Sales Promotion Manager for a manufacturer doing an international business.

I am 25 years old and married, and can refer you to men you know.

If you think we can get together, address.

A. W., Box 212, Care of Printers' Ink

Uncle Sam to Conduct an Advertising Probe Abroad

Signs That a Co-operative Campaign by a Number of Firms May Be Chaperoned by the Department of Commerce—May Appoint Advertising Man to Make First-Hand Investigation

Special Washington Correspondence

THREE is a position for an advertising man and a promise of authentic new information for advertisers in the latest project of the United States Government. Uncle Sam is to undertake an investigation of advertising and the subject may be said to be virgin soil for the Bureau of Foreign and Domestic Commerce, which is to undertake the job. Pretty nearly everything else connected with ways and means for the development of American trade, this professional inquisitor has poked into for the benefit of big and little business, but until now the advertising factor has been neglected, if we except a list of advertising mediums in foreign countries that the Commerce institution issued a couple of years ago.

Aside from all the above—and this may be to many of our readers the more interesting end of the dual proposal—there is every likelihood that Uncle Sam will shortly be looking around for an advertising agency that would be willing to undertake a great co-operative advertising campaign in the foreign field. This joint campaign would be in behalf of a large number of American manufacturers in diverse lines, but it would be under the auspices of the Department of Commerce. In fact, it would be semi-governmental in character. As well admit, though, that at this writing this is merely a plan that is "in work." Maybe any announcement whatever is a bit premature, but there is a temptation to risk it because of a certain connection between the two projects.

Ready When Wanted

Half the worth of any information is in its immediate accessibility. Your copies of *Printers' Ink* will always be ready for service if they are kept in *Printers' Ink* binders.

**65 cents each—
Parcel Post Charges Paid**

The price represents the actual cost of manufacturing and shipping.

**PRINTERS' INK PUB. CO.
185 Madison Ave., New York**

Separate and distinct though these enterprises be, the two have something in common, from the fact that Central and South America is the field of action in contemplation in each instance. The territory embraces, of course, our best foreign markets, or at least the markets which are just now generally regarded as most susceptible of profitable cultivation by advertising. It likewise constitutes that quarter of the globe from which complaints of American advertising on the part of resident merchants, importers, etc., have been most numerous.

WOULD STUDY EXPORT ADVERTISING

Practical advertising men in the United States would probably be surprised were they to learn of the number and variety of the criticisms of American advertising that have lately come to the Bureau of Commerce from Latin America. In some instances the complainants have been, as has been said, individuals and firms who are acting as sales agents for American manufacturers. In other instances the kicks have come from one or another of the special commercial agents who are now traveling in South America, investigating for our Government the markets for one or another line of American goods, as, for example, hardware. All told, there has been an anvil chorus of some volume to the effect that what is perfectly good advertising in the United States is not equally good in "the other Americas."

Perhaps it is superfluous to particularize, especially inasmuch as the Government proposes to do it in minutest detail a little later, but a typical criticism has been to the effect that American manufacturers do not use pictures in advertising as extensively as they should to appeal to the Latins. Similarly conspicuous is the complaint that many American manufacturers fail to grasp the tremendous significance of trade-marks in Latin America—the fact that to the Latin mind a familiar trade-mark stands not merely for the origin of the goods, but for



We ask only an opportunity to demonstrate our ability to increase the selling value of your present expenditure for printed matter.

ARROW PRESS, INC.

"Salesmanship in Print"

320 W. 39th St., NEW YORK

Telephones: Greeley, 329, 330, 331

I Know—

A \$3,500.00 Advertising and Sales Manager.

I recommend him.

There is a good reason for his wishing to give up his present position.

He knows how to make a company's advertising pay. He's an accountant (besides being an experienced advertising man)—that's probably why he makes it actually pay.

He is cheerful and always on the job. He's companionable and knows how to interest salesmen in the advertising department. That's another reason why he can turn advertising expense into sales. His work has been the subject of several articles and editorials in Printers' Ink. Do you want to meet him? I recommend him highly—a thing I do very seldom—and only when I am sure of my man. Write me and I will put you in touch with him.

He is young but has had five years' practical experience with two very big corporations.

Philip Kobbé

President, Philip Kobbé Co., Inc.

Advertising

212 Fifth Avenue, New York

EGBERT G. JACOBSON
11 EAST 43RD ST., NEW YORK CITY

Designer of Type Layouts
Monographs, Catalogues and Books
Fine editions designed and privately printed

Adv. Agency Wanted

We desire to purchase an advertising agency having clients in or near New York City who are using magazines or newspapers. State volume of business handling, and selling price.
"CASH," Box 214, Printers' Ink



"CLIMAX" SQUARE-TOP PAPER CLIPS

The Clip That Grips. Send for your sample. Compare the grip, neat packing, etc., with any other clip. You will order the "CLIMAX." Note these prices:

F. O. B. BUFFALO

Packed	Packed
10,000 to the box per 1,000	1,000 to the box per 1,000
10,000.... 15c	10,000.... 17c
50,000.... 10c	50,000.... 12c
100,000.... 8½c	100,000.... 10½c
500,000.... 8c	500,000.... 10c

Buffalo Automatic Mfg. Co.
457 Washington Street BUFFALO, N. Y.

Printing

Typography that will make your advertising attractive.
SERVICE that will help tell your story convincingly.

Charles Francis Press
PRINTING CRAFTS BUILDING
Eighth Ave., 33d to 34th St., New York City

PAUL BROWN
COMMERCIAL ARTIST

456-47-AVE,
NEW YORK.
PHONE 524

PHONE 5758 MADISON SQ.



the very form of the goods, if we may thus differentiate.

In any event, the Government proposes to ascertain the exact truth of the charges that American advertisers are wide of the mark in their shots at Latin America. At least that is the proposal if funds can be found for the work. It is figured that only about \$6,500 would be required for this work, but readers of the newspapers may have noted that Bureau of Commerce appropriations were cut to the bone this year, and consequently it is requiring a little planning to work in the advertising project—a project, by the way, that will encompass all classes of advertising mediums in Latin America (not forgetting the periodicals published in the United States for circulation in Central and South America), which it is hoped can be completed within ten months or a year.

TO INVESTIGATE ADVERTISING CONDITIONS ABROAD

As matters now stand, it is the plan to call, early this spring, for the services of an advertising "expert," whatever that may mean in this case. He will have to prove it by means of a competitive examination, and he will, if the programme holds, start to work soon after July 1st at a compensation of \$10 per day and expenses. Ability to speak Spanish this advertising man must have, and a like familiarity with Portuguese would be accounted a strong point in his favor. The traveling investigator will have, in each country visited, the co-operation of the United States consular officers and the Government's commercial attachés and commercial agents, but the scheme contemplates no mere filling out of questionnaires, but a "brass tacks," first-hand investigation.

The dream lately conjured at the Bureau of Commerce of a great co-operative advertising scheme, whereby a group of prominent American advertisers would join hands for Latin-American exploitation, is not, in any sense,

a sequel of the Webb bill in Congress designed to permit combinations for the establishment of joint selling agencies abroad. What the Webb bill authorizes that has previously been prohibited is a combination of manufacturers or producers in the same line. No such special permission is needed for the co-operative advertising scheme because the signers of this particular advertising "round robin" would presumably be, for the most part, manufacturers in diverse lines.

It is the idea at the Bureau of Commerce that although that institution will make the first move in the matter, and will assure to participants the integrity of the enterprise and all that, the actual execution of the plans (under the supervision of the Federal officials) would be turned over to an advertising agency. The official who told a representative of PRINTERS' INK what was hatching even mentioned a well-known agency, but this mention was merely to indicate, by example, the resources and the energy desirable in the agency that would gain Governmental sanction as its proxy. It is the feeling at the Department, of course, that the year 1917 should afford an especially opportune time for launching such a co-operative advertising movement, not merely because of the opportunities of the Latin-American market, but more immediately because of the up-to-date information as to the machinery of Latin-American advertising that should become available through the above-mentioned investigation.

New Chicago Agency

C. W. Spofford, F. McElwain and Franklin Butler, formerly of the *Dry Goods Reporter*, have organized the Spofford, McElwain & Butler Company, of Chicago. The company will specialize in the advertising of household utensils and toys.

The Wallace System of Physical Training of Chicago is using page space in local newspapers to advertise its course to business men. A feature of the advertising is the listing of names of prominent patrons as testimonials.

Mr. Publisher:

Have you an opening in your advertising or editorial department for a young college man with the following record:

Four years on the reporter staff of several well known Southern newspapers.

One year in the advertising department of a leading metropolitan daily.

Five years as copy-writer and correspondent for a large New York wholesale house.

The last mentioned position I now hold, but the field is limited and I want a connection that offers *larger possibilities*. I would also consider a moderate investment in a promising enterprise.

Address "F. L.,"
Box 210, care of Printers' Ink

A NEW ADVERTISING FIELD

Advertising men capable of doing business with National and Local advertisers are offered state or territorial rights for the *Automatic Motion Picture Advertising Machine*. The device is to be leased not sold.

This sales aid has been advertised in PRINTERS' INK, and we have a great many leads from some of the biggest concerns in the country.

Men with ability may acquire exclusive territory now.

Thousands have been invested to perfect this machine before putting it on the market.

It has been proved that there is a demand for this device which automatically projects motion pictures working in daylight, and using a standard reel.

We are ready
now. Are you?

**AUTOMATIC MOTION PICTURE
MACHINE CORPORATION**

220 West 42nd St. New York

The Little Schoolmaster's Classroom

"WRITE your own money-back guarantee," says the Buckeye Incubator Company, of Springfield, Ohio. It has been advertising such an offer for a long time, and the Schoolmaster thought that here was a fine opportunity to get hold of some unusual guarantees which would at least make interesting reading. But apparently the poultry raising public is pretty reasonable in its demands. George Cugley, president of the company, replied to the Schoolmaster's request as follows:

"I am sorry that I am not in a position to send you some unusual guarantees, such as one might be inclined to think would follow an offer such as we make, but the fact of the matter is that we have not yet had a single instance of a guarantee coming into our office which could be considered in any way unreasonable.

"I have made inquiry regarding the guarantees that have been sent to us on our money-back offer, and can find nobody in our office who has any recollection of having seen a single guarantee that he would consider unreasonable.

"Last season we sold approximately 10,000 of our Standard Colony Brooders and out of that entire number we had just three returned. Within a very short time one of those three people reordered and explained that his failure to procure satisfactory results from the one he returned had been due to his own ignorance—as a neighbor of his was operating one of them with the most wonderful results and had told him where he had failed to use ordinary good judgment. The other two that came back were returned by people who were unable to procure satisfactory fuel.

"So far as the consumer is concerned, I feel that you have already anticipated what I tell you because we have found the public most fair on questions of that

kind. As a matter of fact, there have been very few people, indeed, who have even taken the trouble to write their own guarantee, and when they have, it has usually been a very short document that was not nearly so broad as the guarantee we publish.

"Our own guarantee states that the brooder must do everything that any other brooder will do and do it better, or we take it back and refund the money. As a whole, the public seems to be willing to accept our statements and buy the brooder on our offer to refund their money within thirty days if they do not find the brooder to be satisfactory from every standpoint."

Mr. Cugley's experience could be duplicated by scores of other concerns who have found a guarantee of "satisfaction or your money back" a highly profitable sales policy. But it isn't safe to base a sweeping generalization upon it, and declare that, since so many concerns have made conspicuous successes with blanket guarantees, every concern ought to adopt the same policy. Some of the Schoolmaster's good friends are preaching that doctrine, and are imbued with the idea that the concern which does not thus guarantee its goods is way behind the times. The doctrine of *caveat emptor* having been buried with appropriate ceremonies, they insist upon erecting another tyrant in its place in the form of *caveat vendor*. Every seller of merchandise, they say, ought to take full responsibility for the buyer's satisfaction, and let him have his money back if for any reason the goods do not come up to expectations. Some even go so far as to assert that the blanket guarantee of satisfaction is a moral obligation, and that the dealer or the manufacturer who does not supply such a guarantee is failing in his duty to the public.

Now that is a notion with which the Schoolmaster is inclined emphatically to disagree. In his opinion, the only guarantee which any seller is "morally obliged" to supply is the guarantee that the goods are in every respect as represented. If the seller chooses to go farther and guarantee that the buyer will be satisfied with the goods, it is a work of supererogation, as the theologians daintily express it. The seller has done his duty when he truthfully represents his goods for what they are, and he cannot justly be charged with responsibility for the mental state of the buyer. If he wants to assume that responsibility, all well and good. Many concerns do assume it. But it is a matter of choice, not of obligation.

* * *

As a matter of fact, there are a large number of products to which such a guarantee could not, in fairness, be applied. A publication, for example, could hardly be expected to guarantee that any advertiser who was not "satisfied" with his purchase of space could have his money back. The piano dealer is under no obligation to buy back his customer's Steinway, if after six months she decides that she likes the tone of a Chickering better. The automobile

There Surely Must Be—

a reason why more than 12,000 sensible alert, sober-thinking heads of business houses have parted with good money in order that they may regularly read **Good HEALTH**. If you wish to find out why this is, I will help you to the extent of sending a FREE sample copy of the magazine. Just your name and address on a post card and the offer good to any up-and-about reader of "Printers' Ink."

Advertising Manager **GOOD HEALTH** 1801 W. Main Street
Battle Creek, Mich.

Assistant Advertising Manager WANTED

A man with two or three years advertising experience—who understands lay-outs, printing and general detail work. One familiar with trade paper and dealer advertising preferred.

An unusually good opportunity for a man capable of rapid development and advancement.

Give full particulars as to experience, age and salary expected.

F. G., Box 211, care Printers' Ink

"GIBBONS Knows CANADA"



Jump at This
Get our booklet,
"Successful Advertising Ideas."
Specialists in re-
producing Trade
Marks in Papier
Mache for Win-
dow Displays.

The Old King Cole Papier Mache Co., Canton, Ohio

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

**Mats & Stereos
OF THE BETTER GRADE
QUICK SERVICE**

J. T. BUNTIN
INC.

209-219 W 38TH STREET
NEW YORK

"Printers to the discerning advertiser"

The
Mark

of
Quality

BARR & HAYFIELD, Inc.

Quality Printing

157-159 William Street, New York City

Telephone Beckman 2311

"Send us your next folder or booklet"

GUMMED LABELS

FOR Your Parcel Post
and Express Shipments

Ensure the prompt delivery of your mail and express shipments by specifying the name and address of the consignee on a label covering your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogues

McCOURT LABEL CABINET CO.

H. H. BLACK, Pres.
53 Bennett St., Bradford, Pa.

dealer cannot assume responsibility for all the abuse a careless driver may heap upon his car. Those things are obvious enough, of course, but where are you going to draw the line? Here is a mail-order seed house which guarantees its seeds—satisfaction or your money back, no matter how you treated them. Here is another mail-order seed house, which does not guarantee its seeds at all, except that they are true to description. The buyer gets exactly what he orders, but if he plants them in brickdust and forgets to water them for a month, that is his funeral. You may say, if you like, that one policy is better business than the other, because in the long run it is likely to promote more good will and more profit. But the Schoolmaster cannot see where any moral obligation enters into it.

* * *

And while we are talking about duties and obligations, how about those of the buyer? When a sale is made the responsibility does not rest wholly upon the shoulders of the seller, not by a jugful. It is up to the buyer to make a proper selection of goods for his purpose, or to give the seller enough information so that the latter can select for him. The seller cannot know what is in the buyer's mind, and it is unjust to expect him to be responsible for the buyer's mistakes unless he shares in them. Careless buying is a big problem, very intimately connected with the evil of canceled orders and returned goods which we are hearing so much about. And the Schoolmaster more than half suspects that the widespread featuring of guarantees, and the holding out of the blanket guarantee as a universal obligation, has something to do with the spread of careless buying.

* * *

"Smoky Fireplaces Made to Draw." Try your hand and see if you can beat those five words as a catch-phrase for getting the attention of folks afflicted with fireplaces that insist on sending the smoke the wrong way.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENCY SERVICE

HOUSE ORGAN HEADQUARTERS
Business Men's Advertising Service,
Inc., 37-39 East 28th St., New York.

ADVERTISING FILMS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

BACK NUMBERS

PRINTERS' INK Also N. Y. City papers.
INK—"OLD" Scherm-Mandel; 450-41st Av.
P. I. Issues of March 7th and July 18th, 1894.

BALLOONS

Ask AMERICAN BALLOON CO., 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

BILLPOSTING

12¢ a Sheet Posts R. I.
PANELLED & PILARED BOARDS LISTED GUARANTEED SHOWN
ADDRESS UNION TRUST BLDG., PROVIDENCE, R. I.

Standish-Barnes Co.

BUSINESS OPPORTUNITIES

PARTNER WANTED—In small but healthy Canadian advertising agency. Must have capital of \$1,500. Write in confidence to Box 608, care PRINTERS' INK.

TEN MILLION NEGRO-AMERICANS
Represent an "undeveloped volume" for advertisers. Young man of proven advertising ability has proposition for some interested advertiser or agency. Address Box 612.

TRADE MAGAZINE WANTED

To purchase a trade publication. Not a highly successful one but well established and good future which, for lack of capital or other conditions, has not been developed in its field. Will pay equitable price. Box 609.

COLLECTIONS

RESULTS everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

EMPLOYMENT BUREAUS

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel., Cort. 4968.

HELP WANTED

Special Edition Advertising Solicitor, steady employment, must be big producer, leave liquor alone, and handle big calls, on big propositions. Managership later. Address Box 619.

SALESMAN FOR FIRST-CLASS COLOR-PHOTO ENGRAVING AND color printing concern. State full particulars. Box 627, care Printers' Ink.

Good opening in Western city for experienced slide man, capable of making cards and layouts. Experience with animated advertising counted in favor of applicant. Want man at once. State salary wanted. Give full details in first letter. Submit samples. Box 610.

We want a young man, 19 to 21, in our forwarding department. He must be thoroughly familiar with all details of engraving, electrotyping, etc., and have the ability to learn quickly. To such a young man one of the largest agencies in the East offers an exceptional opportunity. Box 618, care PRINTERS' INK.

COPY MAN WANTED BY NEW YORK ADVERTISING AGENCY

Must be an original, clear thinker with ability to write advertisements that are stronger, more forceful and more original than 95% of the advertisements current in publications today. No mediocre "has-been" or "would-like-to-be" will be considered. Moderate salary to begin with, with an opportunity to become a member of the corporation, and a bonus paid on new ideas that develop new accounts. Answer at once in confidence. Box 606, care PRINTERS' INK.

Young technical graduate wanted by a steam turbine company to assist in general sales office work including publicity work. Preference will be given to a man having had experience in bulletin and copy work; salary about \$125.00 per month; location New England. Box 601, care PRINTERS' INK.

PRINTING SALESMAN OPPORTUNITY

If you can sell printing on a square basis at a fair profit and your personal habits are correct, there is a wonderful opportunity to grow with a progressive concern on a business basis. No dreamers will be considered, only those who are now producing.

Send in your first letter all particulars, which will be considered in strict confidence. A man who can sell \$100,000 or over. Address, Box 602, care PRINTERS' INK.

Mechanical Engineer with Sales Experience

We want a man who has been connected with one of the larger automobile companies in the capacity of engineer, and at the same time has had experience in calling on automobile engineers to interest them in some particular product. We could use a mechanical engineer who has in the past worked for a parts manufacturer in the capacity of sales engineer. To the right man we offer unlimited opportunities with a well-established, rapidly-growing company, which is the acknowledged leader in its field. State your qualifications, salary desired, and give full account of your experience. Box 611.

Capable Sales Representative for Chicago and Vicinity

An established, well-known advertising house is about to open an office in Chicago and requires the services of a high-grade, tactful and experienced local representative.

Will consider only men who have had successful selling records, and who also possess a knowledge of advertising.

This opening represents a real opportunity for a capable, energetic and successful sales representative, and preference will be given to the man who has sold advertising successfully to Chicago's representative and larger advertisers. Our business is entirely with the larger manufacturers.

Compensation on a percentage basis.

House in question is recognized as a specialist in its field and enjoys unusual reputation.

State fully in your application, chronologically, past experience and connections, age, earning capacity, and enclose photograph if possible. Communications strictly confidential.

Representative must have thorough sales experience and not only desk experience.

Address—H. L. Mooney, 1276 West Thirteenth Street, Cleveland, O.

ASSISTANT to Advertising Manager of monthly magazine. Man who can write business-producing letters. Must have ideas with ability to make attractive lay-out and handle details. Give age, education, positions held and salary required. Opportunity for advancement for right man. Box 621, care Printers' Ink

MAILING LISTS

Motion Picture Directory Company Lists most reliable. 80 Fifth Ave., N. Y.

POSITIONS WANTED

Proofreader—Accurate, reliable competent, dependable. Familiar with publication and job work. Best references furnished. First-class in every way and scale salary expected. Box 605, care P. I.

Writer of crisp advertising copy and sales letters that get results. Advertising and selling experience. Formerly chief assistant of America's greatest advertisement writer. Box 623.

COPYWRITER, AT PRESENT WITH LARGE MAIL-ORDER HOUSE, wants to change; would prefer agency work. College graduate; age 34. Salary \$30. Box 625.

GENERAL ALL - 'ROUND EXPERIENCED man—6 years with adv. agencies—knowledge of methods, printing, engraving, wants position with agency or advertiser. Box 622.

5 YEARS' EXPERIENCE AS ADVERTISING INVESTIGATOR—would like position with agency in similar capacity or with nat'l advertiser. Future more important than salary. Box 613.

COLLEGE MAN—26 years old—the writer of a considerable amount of recent nationally known copy—desires position as copy-writer with agency. Can solicit if necessary. Box 600, care PRINTERS' INK.

ADV. MGR., technical graduate, 11 yrs. adv. experience with two of largest electrical manufacturers in U. S., desires a change. Experienced in every form of publicity. References and other details to interested parties. Box 620.

Keen Business Woman

College Graduate seeks Opportunity based upon Ability. Two years manager on small newspaper. Age 27, strong personality, good mixer, adaptable and a worker. Splendid health. Clear layouts; copy and ideas that have sold goods. Will travel. Can learn anything and will go anywhere. Address Box 598, care Printers' Ink.

A college senior, specializing in advertising and selling, desires to submit to you for ten days a copy of the "finest college annual in America" as a sample of what he can do for you after next June. Box 597, care PRINTERS' INK.

YOUNG MARRIED MAN NOW SUCCESSFULLY HANDLING THE ADVERTISING for dept. store doing a half-million desires new connection as ad man for medium size store, as asst. in larger store or with agency. Salary moderate. Box 626.

Trade Paper Advertising solicitor now traveling in Middle West, but living in N. Y., seeks immediate connection with N. Y. trade journal or with Western Publisher wishing Eastern Representative. Commission with drawing account or salary. References. Box 624.

Young man with 18 years' office and practical printing experience, familiar with paper, commercial art work, engraving, typographical layout, proofreading, binding, costs. Creative ability—compiling catalogs, booklets, folders; seeks position where this knowledge will be valuable. Box 615.

ASSISTANT TO ADV. MANAGER

Young man, 26, excellent education, energetic, ambitious, seeks position with reliable progressing firm. Six years' experience compiling catalogs, folders, copy writing and planning layouts. Full particulars by mail. Address Box 607.

HAVE YOU A JOB FOR A THOROUGHLY EXPERIENCED ADVERTISING WOMAN? She has successfully managed the advertising of one of the largest manufacturers in the United States, and has a good record as copy and plan "man" with a reliable agency. Box 599, care PRINTERS' INK.

Doesn't Take NO for An Answer

Energetic, aggressive young man with a splendid record of achievement as advertising salesman on trade publications desires to connect with organization where ability and push are appreciated. National magazine preferred. Box 617.

Artist

Will give service in return for desk room with advertising agency of high standard. An artist and idea man, experienced in high class decorative black and white and color. Ask me to call. Box 614.

ADVERTISING MAN—Department store, women's specialty, newspaper and motion-picture experience. Must locate within 100 miles of New York. Position with agency, manufacturer or retail store preferred. Box 604, care P. I.

This May Be the Man You Need

He is looking for an agency connection. At present in charge of the commercial department of a combination gas and electric company serving 40,000. He buys and sells all appliances, plans campaigns, directs salesmen. Works without supervision, and is obliged to show results; 27 years old, and is finishing his tenth year with the company. Came in as a boy from high school after a brief newspaper experience. A working knowledge of printing and engraving and the fundamentals of advertising.

Leisure hours employed in extensive reading of the best literature and in study of English with the University of Chicago. Personality and poise enables him to meet men of affairs on their own level; has proved his sales ability both on paper and man to man. Six feet of physical fitness, and an appearance which you will be glad to have in your representative. His reason for changing is that the future looks too narrow. He wants connections commensurate with his ability. He can start for \$35. Box 616, care Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

Table of Contents

PRINTERS' INK, January 18, 1917

	PAGE
How Rastus and His Fellow Shadés Sell Cream of Wheat.....	3
An Interview With Emery Mapes.	
The Helpful Twist in Letters to Salesmen.....	8
Sales Manager, Coast Products Company	
How the President of the Company Coached His New Assistant Sales Manager in the Points That Count.	
To Write Good Copy, You Must Know Business.....	17
Charles Austin Bates	
An Inquiry for Advice From an Aspiring Copy-Writer Occasions Some Personal Reminiscences.	
Morris & Company Increase Size of Sales Territories and Thus Reduce Selling Expenses.....	25
Providing Salesmen With Automobiles Enables Them to Travel Faster and Make Towns Formerly Skipped.	
Saturation Point Proved to Be a Bugaboo.....	31
The Undreamed-Of Expansion of the Automobile Market Carries Its Lesson for Every Advertiser.	
The "Score-Board" System for Testing a Medium's Fitness.....	37
Advertising Agent's Plan for Matching the Publication With the Proposition on a Point Percentage Basis.	
Technical Publicists Discuss Engraving Systems.....	40
When to Add a New Product to the Line.....	45
Roy W. Johnson	
Some of the Factors Which Must Be Considered in Expanding the Scope of a Business.	
Working to Make the Teaching of Advertising More Practical.....	57
Bruce O. Bliven	
A Survey of the Instruction Being Given in Various Colleges of the Country.	
Klaxon's "Sewing Up" Contract With Distributors Frowned Upon.....	65
Department of Justice Files Petition to Have Court Declare Various Stipulations of the Contract Void.	
Prominent Automobile Leaders Say Shows Are Not Substitute for Advertising.....	71
The Real Value of Business Shows.	
Advertising of Gambling Devices May Come Under Postal Ban.....	81
Special Washington Correspondence	
"Rider" on Post-Office Appropriation Bill Seems to Spell the Doom of a Flourishing Industry Whose Promotion Has Been Unchecked.	
Is Advertising Converting This Jobber Against His Will?.....	86
Big Concern Tries a "Splurge" and the Results Influence It to Take Larger Space.	
New Light on the Small Store Versus the Big Store.....	93
Edward A. Filene and Other Authorities Show Wherein Small Stores Have the Advantage.	
Hecker Cereal Company Takes Issue With Percy S. Straus.....	100
Bulked Farina Not Identical With Trade-Marked Article, Says A. P. Walker, President of the Cereal Company.	
Editorials	112
The New Type of "Oil Lobby"—Breaking the Cancellation Habit—A High Example of Faith in Advertising—The Chicago Board of Trade and the Public.	
Uncle Sam to Conduct Advertising Probe Abroad.....	116
Signs That a Co-operative Campaign by a Number of Firms May Be Chaperoned by the Department of Commerce.	
The Little Schoolmaster's Classroom.....	120

No. 7 of a Series

¶ We are willing to enter Scribner's Magazine in any competition where editorial quality is the standard of excellence.

¶ It is upon the Magazine editorially that we depend for circulation and it is upon that editorial quality, as it reflects the quality of its readers, that we depend for advertising patronage.

Mr. C. O. Sacks, President, THE SACKS COMPANY, says:

¶ "It may interest you to know that I bought a copy of Scribner's on my way to Boston the other night and found one of the best short stories I have read in a long time. I refer to 'John O'May.' From a technical standpoint, the method of handling and the vitality all the way through it is far above the average. It is a significant fact that whenever I am obliged to 'buy,' it is always Scribner's. I think this is the highest compliment I can offer."

An Advertising Campaign

designed to reach the people of Chicago and surrounding territory means an investment of anywhere from a few hundred to many thousands of dollars.

And whether the amount be small or large it is of the utmost importance that the entire sales and advertising plan be laid out with full knowledge of detailed market conditions as they actually exist at the time the campaign is launched.

Such knowledge is almost impossible to obtain except through men who have for years gathered data, studied conditions and watched the results of many campaigns, in many different lines, in this territory.

The men of *The Chicago Tribune's Merchandising Service Department* have specialized on this work for years. Their services, their experience, the data they have gathered, are all at your disposal free of charge. A request on your letterhead will bring full details.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over

600,000	}
500,000 Sunday	
350,000	}
300,000 Daily	

Member Audit Bureau of Circulations

Eastern Advertising Office : 251 Fifth Avenue, New York City
Pacific Coast Advertising Office : 742 Market Street, San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. XCVIII

NEW YORK, JANUARY 25, 1917

No. 4



The DUNHAM VAPOR HEATING SYSTEM

Advertisingly speaking, we raised it from birth.

All the way from Marshalltown, Iowa, came the C. A. Dunham Company to leave their advertising infant in our care.

Carefully we guarded it. So well was it reared that now, in the space of a year, it is strong and lusty—known in every state in the Union and in Canada.

Inquiries have come in encouraging numbers. Sales, the barometer of advertising worth, have risen above expectations.

The Dunham Vapor Heating System has arrived. It takes its place in the gallery of Ayer-conceived successes.

The C. A. Dunham Company were skeptical of the advertising possibilities of their product. It took experience—forty-seven years of it—to blaze a through trail. How straight and true that trail was blazed is a story the C. A. Dunham Company will relate to any responsible and interested organization.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

New York

Boston

Chicago

Your Problem

Depends on Neither Peace Nor War

One man's guess is as good as another's as to when peace will come or what it will bring.

Meantime you — and every other manufacturer — face a very real and very present problem.

It is this: For over a year costs have been increasing but the big increases are only beginning to reach the consumer.

On manufactured products the consumer paid but a 10 to 20% advance over normal this fall. But next spring most goods will cost the consumer 40 to 80% above normal.

* * *

That means a slowing up in demand from the people whose incomes have remained stationary or increased only 10 to 20%. \$1.20 won't buy \$1.80 worth of goods.

* * *

There is no class that can better afford to pay the increased prices than the business farmers—the men who are selling 20c cotton or \$2.00 wheat.

And it is these men who are the subscribers to the Standard Farm Papers.

Moreover a standard farm paper campaign can be started on a reasonable appropriation.

Would you like to talk over the situation?



THE STANDARD FARM PAPERS

ARE

Hoard's Dairyman

Established 1870

Wallaces' Farmer

Established 1895

Progressive Farmer

Established 1886

Birmingham, Raleigh
Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

The Indiana Farmer

Established 1845

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

WALLACE C. RICHARDSON, INC.

Eastern Representatives

381 Fourth Ave., New York City

GEORGE W. HERBERT, INC.

Western Representatives

Conway Building Chicago

All Standard Farm Papers are members of A. B. C.